Edition De Luxe

1

Presented to

Gilbert Aubrey Davidson

President

Panama-California

Exposition

The Panama-California Exposition

...1915...

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H. H. JONES,
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Director of Publicity

E. J. CHAPIN, Director General After August 1st.

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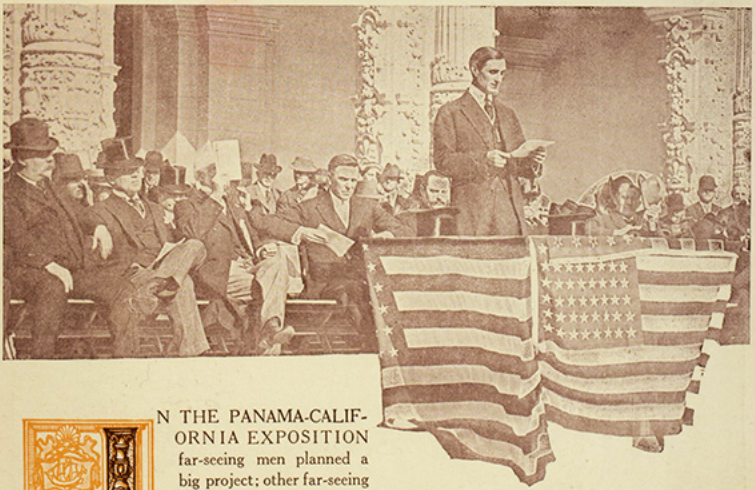
FORMAL OPENING OF FIRST ALL YEAR EXPOSITION IN HISTORY—JANUARY 1, 1915.

Lyman J. Gage, former Secretary of the Treasury, speaking. Sacramento Valley building at left, Home Economy at right. More than 42,000 people crammed the Plaza de Panama at the opening.

....The Panama-California Exposition....

By G. A. DAVIDSON, Pres. Panama-California Exposition



William G. McAdoo, Secretary of the Treasury and President Wilson's personal representative, reading the Chief Executive's greetings to the thousands who attended the opening ceremonies. In the front row, behind Secretary McAdoo, from left to right, are Gov. Wm. Spry of Utah; John Barrett, director general of the Pan-American Union; Lyman J. Gage, former Secretary of the Treasury and chairman of the opening ceremonies; G. Aubrey Davidson, President of the Exposition; Count del Valle de Salazar, personal representative of King Alfonso XIII of Spain; Rear Admiral Thomas Benton Howard, commander of the Pacific Fleet; Lieutenant Governor E. C. de Baca of New Mexico, and Exposition officials.

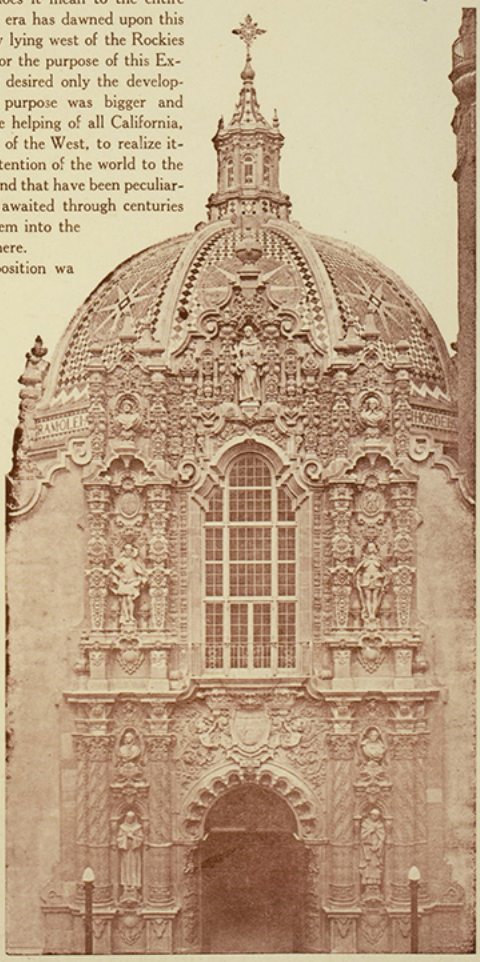
N THE PANAMA-CALIFORNIA EXPOSITION far-seeing men planned a big project; other far-seeing men with wide experience have executed those plans, changing, elaborating and meeting obstinate conditions that could not have been contemplated in the original designs. In the meantime, the people of this community stood by with rare patience, encouraging by their moral and financial support the builders of the Panama-California Exposition. And to this municipality, the average man and woman of San Diego, who, after all, are the real builders of the Expositi on, too much praise cannot be given. The absence of adverse criticism has made the task a pleasure, so much so that what might have been an irksome duty became a happy obligation. And it might be safe to say that the men who built this Exposition, from the highest official to the humblest workman, took joy in the work.

And what does the Exposition mean in a large way? What does it mean to San Diego city and county? What does it mean to

LOOKING DOWN EL PRADO

Southern California? What does it mean to the entire Southwest? It means that a new era has dawned upon this privileged land, this vast territory lying west of the Rockies and south of the Canadian line, for the purpose of this Exposition was not selfish in that it desired only the development of San Diego. Indeed, the purpose was bigger and finer, being nothing less than the helping of all California, all the Southwest, and indeed all of the West, to realize itself. It was meant to call the attention of the world to the possibility of millions of acres of land that have been peculiarly blessed by nature and that have awaited through centuries the touch that will transfo m them into the paradises of the Western hemisphere.

The Panama-California Exposition wa conceived as a fitting me hod of celebrating the opening of the Panama Canal, an undertaking which has astonished the world, an achievement which has been the dream of adventurers, travelers, pioneers and scientists for nearly four hundred years. This gigantic task has been accomplished, a waterway has been carved through the backbone of the hemisphere and the far points of the earth brought closer together because the



FRONTISPIECE OF THE CALIFORNIA STATE BUILDING

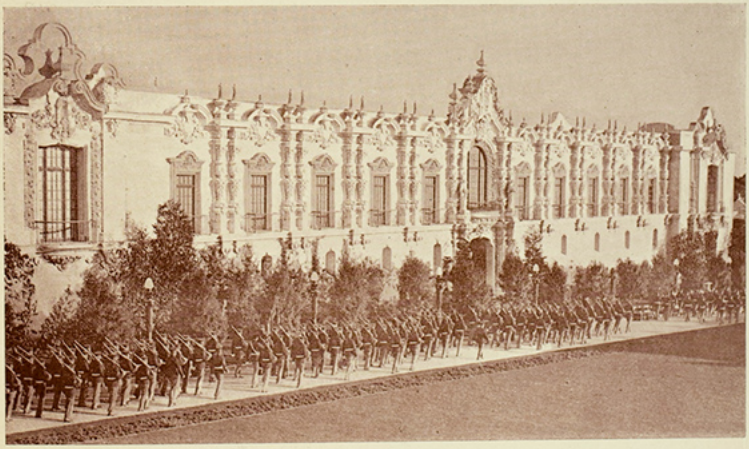
This ornate piece of work, the most striking of its sort on the grounds, shows Fray Junipero Serra at the extreme top, this being a tribute to the service the Franciscan friar performed in starting the civilization and development of the American West. The full length figures below are, to the right, Cabrillo, the discoverer, over whom appears the bust of his patron, Carlos V; to the left, Viscaino, who headed the second party, and over him the bust of Philip III. Below these full length statues are the busts of Portola, the first governor of California, and Vancouver, the first English explorer. Below these in turn, de l'Ascension, the historian of the first party, and Fray Jaume, the first white martyr of the coast.

The great dome appearing in the background is modeled after the dome of the cathedral at Oaxaca in Mexico.

FOREIGN ARTS AND HOME ECONOMY BUILDING

VICE PRESIDENT'S DAY

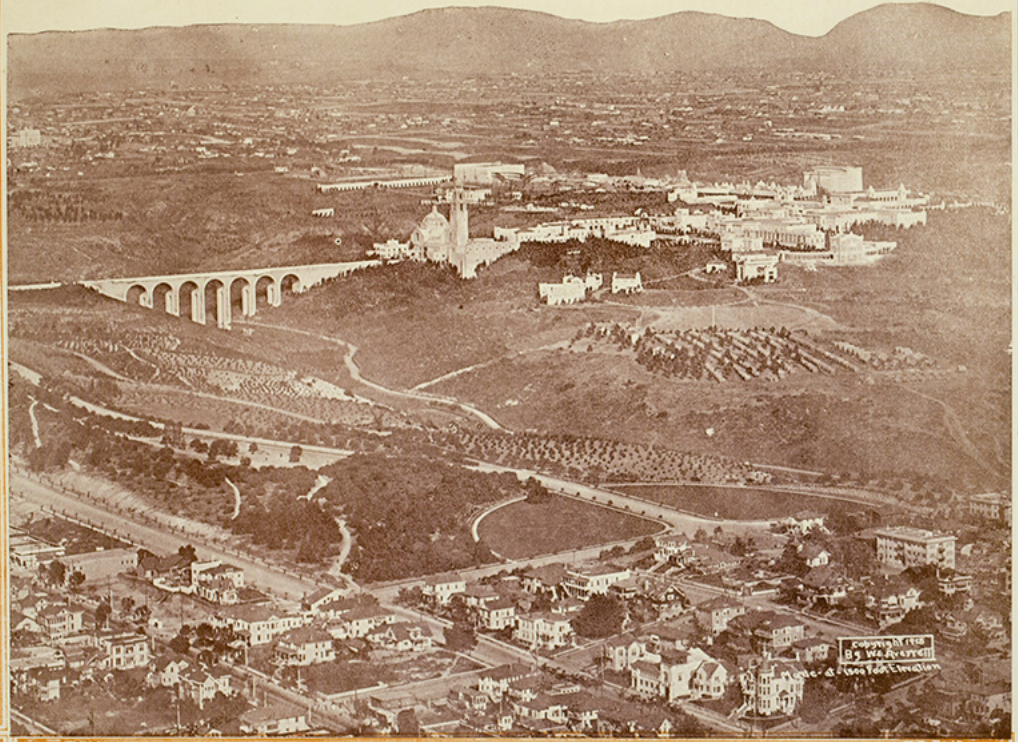
Left, Mayor O'Neall, Capt. Poillon, Capt. Refenberick, Aide to President Davidson, Lieut. Commander Bartholf, Aide to Vice President Marshall, Capt. Lyman, Vice President Marshall, President Davidson, Franklin Roosevelt, assistant Secretary of the Navy, Admiral Howard, Director General H. O. Davis, Col. Pendleton, Col. Davis and Hon. Seth Low of New York.



U. S. MARINES PASSING SAN JOAQUIN VALLEY BUILDING

THE SOUTH GATE
Southern California Counties Building, Center.

FROM THE LAGUNA CABRILLO



FROM AN AEROPLANE

THE CALIFORNIA BUILDING

THE CALIFRONIA BUILDING FROM THE EAST

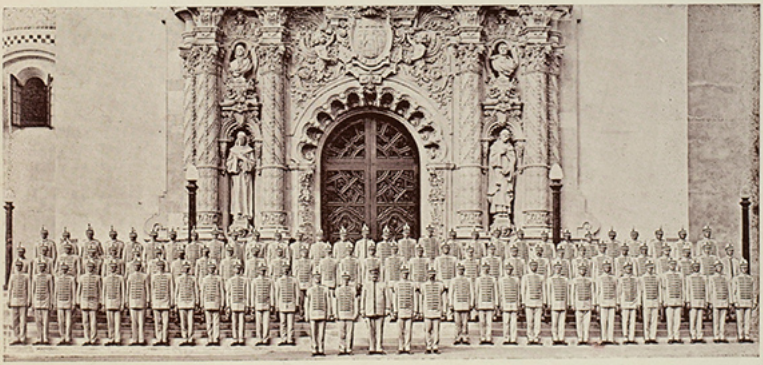
"UNCLE JOE" CANNON AND JOHN D. SPRECKELS FEEDING THE PIGEONS IN THE PLAZA DE PANAMA

continent has been separated and the earth's two vastest oceans made one. The heritage of the ages has fallen to this favored coast and the dwellers on the Pacific slope suddenly find themselves the custodians of commercial possibilities never before dreamed of by any people.

In order fully to grasp these opportunities the San Diego Exposition was conceived and carried to completion. It was deemed wise to call the attention of the entire United States in a striking manner to the tremendous latent possibilities in the millions of acres of undeveloped territory which is rightly called the back country of the Pacific slope. This has been the inspiration of the makers of this Exposition, the building of an empire where millions of human beings will be prosperous and happy in the new era which is dawning for the West.

The back-to-the-land movement is now more than a phrase. Experiments are being made in all parts of the country for the best means of wresting the maximum of results from the soil with the minimum of effort. These experiments are proving of wonderful value. The science of agriculture as taught in colleges and universities has revolutionized the methods of developing the land. The Southwest will profit by a l these efforts, and when men turn their eyes to the place where land is still available, they will look towards the West for agricultural comfort and fortune as the pioneers turned to California in the '40's in the mad romantic quest for gold. Greater value than gold will be taken from the soil by the better trained and more systematic pioneers who will till the teeming acres of California, Arizona, Nevada, Utah, Oregon, Washington, Colorado and New Mexico, and Montana.

And so a new kind of exposition has been builded. Not an exposition of results so much as an exposition of promise. We have attempted to show the visitor to this Exposition, not the products of industry but the processes by which the products are made. There is no haphazard piling up of exhibits, but you will find the fruits and flowers and vegetables of California actually



THE EXPOSITION GUARDS—CAPT. WRIGHT, COMMANDING

growing, as on the thousands of ranches throughout the state. You will see a model intensive farm in operation. You will see an actual orange grove with the trees full of the golden fruit. You will see tractors, plows and harvesters at work on the land. You will see cereals and grasses sown and grown in the field. You will see not only the actual work in a citrus orchard but the operations of farming on a large scale.

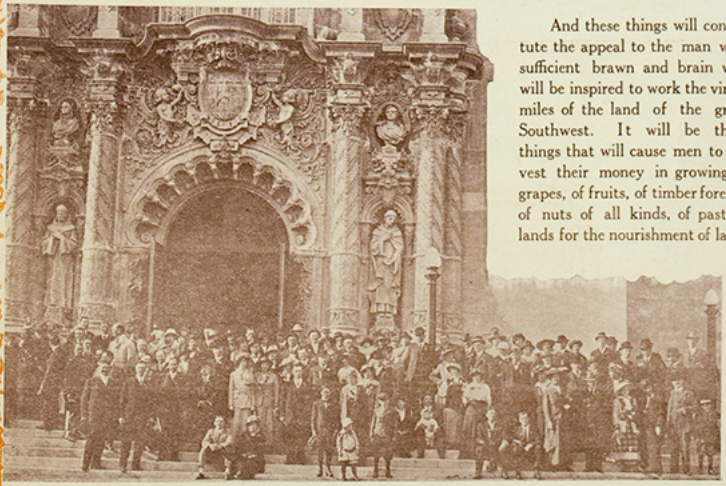
GOV. JOHNSON ACCEPTING THE CALIFORNIA BUILDING FOR THE STATE
Right, Col. D. C. Collier Left, F. H. Wurster, Contractor

THE SECRETARY'S PARTY
Left, Franklin K. Lane, Secretary of the Interior, pointing; A. C. Miller, Congressman Kettner, Col. Pendleton and Aide

This Bronze Tablet puts into enduring form and expression the spirit of good will and amity existing between California's Exposition cities.

EAST FRONT, INDIAN ARTS BUILDING

And these things will constitute the appeal to the man with sufficient brawn and brain who will be inspired to work the virgin miles of the land of the great Southwest. It will be these things that will cause men to invest their money in growing of grapes, of fruits, of timber forests, of nuts of all kinds, of pasture lands for the nourishment of large



THE CALIFORNIA LEGISLATURE AND FAIR OFFICIALS

THE SACRAMENTO VALLEY BUILDING
Across the Plaza de Panama. Home Economy Building, right.

THE WOMEN'S EXPOSITION BOARD
Standing, Left to Right: H. O. Davis, Captain Richard P. Rifenberik, Jr., U. S. A.; Frank Belcher, Jr.; Commander Cleland Davis, U. S. N.; A. S. Bridges, Mrs. A. J. James, Lieutenant Ralph N. Griswold, Mrs. J. H. Pendleton, Mrs. H. W. Cole, Rufus Choate, Mrs. L. C. Bertolett, Mrs. Ashley Robertson, Lieutenant A. J. James, U. S. N. Seated, Left to Right: [illegible] Davidson, Colonel J. H. Pendleton, Captain Ashley H. Robertson, Mrs. Thomas Benton Howard, Rear Admiral Thomas Benton Howard. Seated Below: Mrs. Charles C. Soule, Jr., and Mrs. I. C. Kidd.

A JANUARY AFTERNOON LECTURE
In the Patio of the Southern California Counties Building.
Senator Buller, President Los Angeles Chamber of Commerce, Speaking.

AN OUTDOOR ORGAN

Part of a crowd of several thousand listening to the largest outdoor organ in the world. Dr. Humphrey J. Stewart, Organist. The $150,000 permanent concrete structure a gift to San Diego from John D. Spreckels.

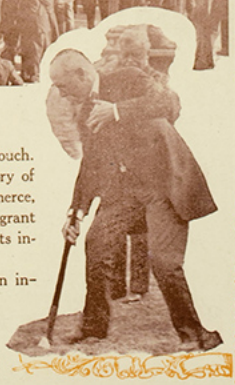
herds of sheep and beef, of the creating of larger poultry farms and dairy projects. This is our boast, that we have arranged an exhibition of living and working enterprises which must become the inspiration of all who are tired of the futile grind of city life and who will turn to the west to work out the realization of their hopes and aspirations. From these new pioneers of the future will the great Southwest be built up and make of San Diego, California, and the great West, a new and better cener of civtilization.

The buildings of this Exposition have not been thrown up with the careless unconcern that characterizes a transient pleasure resort. They are a part of the surroundings, with the aspect of permanence and far-seeing design. They might endure for a century and still appear the

CONCERT IN FEBRUARY.

things of beauty which they are. Time will hallow them with its gentle touch. Here is pictured in this happy combination of splendid temples, the story of the friars, the thrilling tale of the pioneers, the orderly conquest of commerce, coupled with the hopes of an El Dorado where life can expand in this fragrant land of opportunity. It is indeed a permanent city and every building fits into the picture.

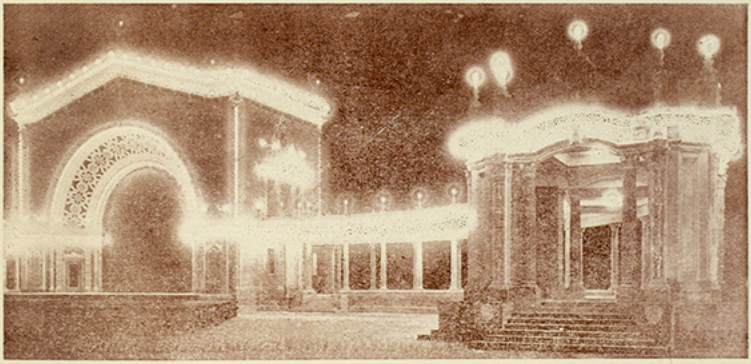
The idea of the exposition came to the people of San Diego like an in-



John D. Spreckels breaking ground for the building of the Panama-California Exposition.

"THE CREATION"
Out-of-Doors Production of Haydn's Great Oratorio.

SCHUMANN-HEINK DAY
Madame Schumann-Heink, the world's most famous Contralto, with President Davidson, left; Mrs. McKenzie and Gertrude Gilbert, President Amphion Club. Thousands of school children turned out to sing and greet her.



AT THE OPENING OF THE PANAMA-CALIFORNIA EXPOSITION,
JANUARY 1, 1915, 12:01 A. M.

COMMERCE AND INDUSTRIES BUILDING—NORTH FACADE

BOTANICAL BUILDING—LAGUNA DE LAS FLORES

THE PRESIDENT'

Given in Honor of President Wilson's Personal Representative, Hon. Wm.
the Officers and Stockholders of the Panama-California Exposition. Cristo

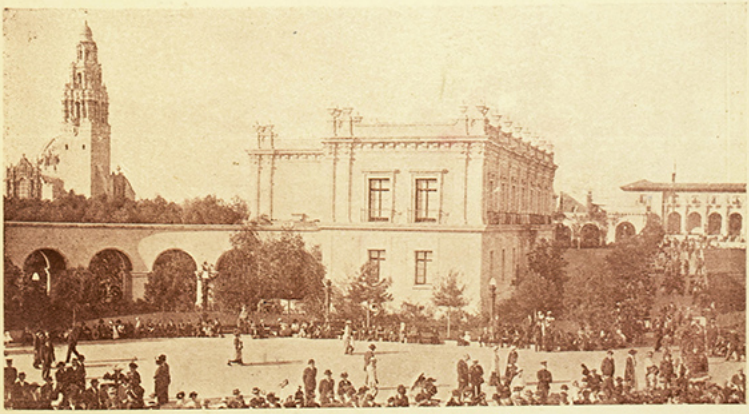
ANQUET

Adoo. Attended by the Governors and Mayors Visiting the Opening Exercises,
e, January 1, 1915.

ACROSS THE LAGUNA FROM THE BOTANICAL BUILDING

A TRADING POST SCENE IN THE INDIAN VILLAGE.

AUTOMOBILE DAY IN THE GROUNDS



FROM THE PLAZA DE LOS ESTADOS
Kern and Tulare Counties Building, Center.

SOUTHERN CALIFORNIA COUNTIES BUILDING

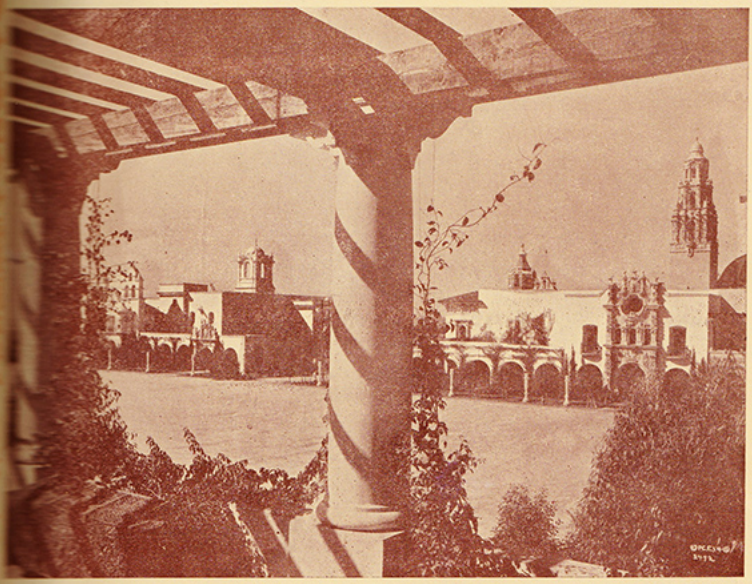
SHOWING THE HADDEN AUTOMATIC LAWN SPRINKLER SYSTEM IN OPERATION, OVER 70 ACRES

ACROSS THE LAGUNA DE LAS FLORES—COMMERCE AND INDUSTRIES BLDG.

ONE OF THE DOORWAYS, VARIED INDUSTRIES BUILDING

spiration, and with what seemed the power of a magic wand, not only the spirit, but the entire outward aspect of our city underwent a change. By that inspiration we have increased our population nearly threefold. We have transformed what was a town into a city. Hundreds of homes have been erected in new residential sections. The occupied area of the city has spread in all directions. Waste places have been made beautiful habitations where thousands of people live under pleasant conditions Modern schools have grown up as by magic, with educational facilities that compare with the best in the world.

What was some 650 acres of arid and unsightly mesa and canyon land has been made over into one of the most beautiful parks in the country. Scores of new streets have been laid out, graded and paved. New systems of lighting and sewage have been completed. And what is of more importance than all else is the work commenced to develop our harbor and waterfront,



THE PLAZA DE PANAMA, FROM AN OVERHANGING BALCONY

to make of it a port which must some day be the city's greatest single asset when the commerce of a peaceful world will come to the shores of the Pacific.

What are the lessons to be learned from an exposition of this nature? The chief lesson is in beholding what can be accomplished by any community which will work in harmony towards a common ideal. The ideal in this case was the creation of an exposition totally different from any hitherto held. This achievement has been brought about in the face of unbelievable difficulties. At first there was nothing more than the intention of building a fair. There was but little money in sight and it seemed impossible that the vast sum necessary for its realization could be obtained. But the splendid optimism of San Diego has triumphed and what only a few years ago seemed an impossibility is now a living reality. This is the principal lesson of the exposition, that with a good working organization anything can be accomplished. The San Diego Exposition will remain a type of what can be accomplished as well as an inspiration for future endeavors.

WASHINGTON STATE BUILDING

A NIGHT ON THE ISTHMUS

MONTANA STATE BUILDING
Personal Gift of Senator Clark.

The Exposition might also be pointed out as a pattern for the development of future Southern California counties. Here the desire for beauty and the practical working out of such a community went hand in hand, with the result that the aesthetic results obtained are practical results, results possible of repetition by any community that will set before itself an ideal and will work willingly for its realization. It is not too much to predict that Southern California communities will take this lesson to heart and build in the future with the idea of obtaining practical beauty values.

Many of the buildings of the fair will be permanent and remain an asset of great value to

MONTANA'S BEAUTIES VISIT THE BUILDING
Hon. David Hilger, Chairman of Montana's Exposition Commission.
Left, J. Alfred Pyle, Assistant Secretary.

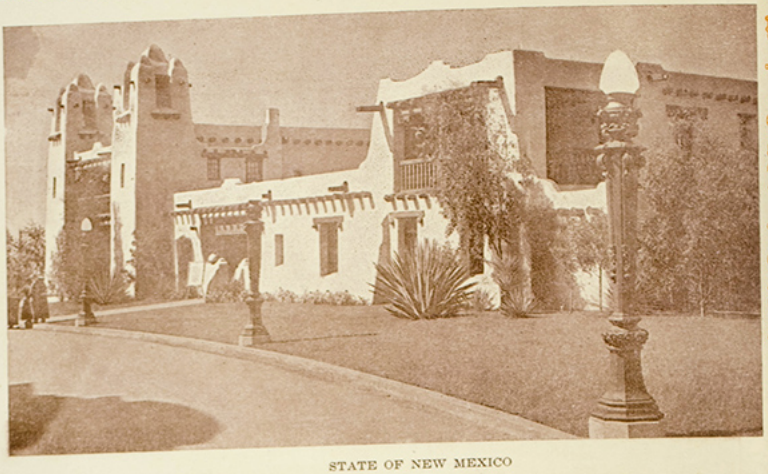
KANSAS STATE BUILDING

the future of San Diego. They will exist in the years to come not only as a memory of San Diego's great fair, but as distinct ornaments of the city. This will be especially true of the noble quadrangle of buildings of which the California State Building is the dominant feature. With the establishment of the museum of ethnology and archaeology San Diego has the beginning of one

VIEW OVERLOOKING THE CITY AND HARBOR FROM THE EXPOSITION

UTAH STATE BUILDING

Left, President Davidson, H. H. Timken, multi-millionaire resident of San Diego and Detroit automobile manufacturer, with Admiral Uriel Sebree and aide visit the Fair.



STATE OF NEW MEXICO

DEDICATION OF THE NEW MEXICO STATE BUILDING

Left, Col. A. E. Koehler, George Burnham, President Davidson, Military Aide to Governor, Miss Claude Albright, Col. Twitchell, Governor McDonald, Mrs. McDonald, and the Mayor of Raton.

STATE OF NEVADA

DEDICATION OF THE NEVADA STATE BUILDING.
Left, Military Aide, Hon. Governor Boyle of Nevada, Superintendent of Exhibit, Anna May Wade, Mrs. Boyle, President Davidson and Hon. Senator Peter Buol.

INTERNATIONAL HARVESTER COMPANY EXHIBIT

THE MODEL CITRUS ORCHARD

FEEDING THE PIGEONS IN THE PLAZA DE PANAMA
Grace Darling Posing for the Movie.

of the most important museums in America. Future explorations will fill these halls with rare specimens of prehistoric man, and ultimately the city by the Harbor of the Sun will become the mecca for scientists from all parts of the world.

In the collection of specimens now installed the entire history of man, as far as at present learned, is displayed. The various races and tribes whose history and traditions run back before the beginning of the Christian era, are shown by actual specimens that have been exhumed after

ALONG THE ALAMEDA
The Cafe Cristobal, the Scene of Social Festivities, Which Are Fast Making the Southland Famous.

THE STANDARD OIL COMPANY OF CALIFORNIA EXHIBIT

ALHAMBRA CAFETERIA
The Largest in the World—Seating Capacity of Over 1200.

ON THE ISTHMUS, THE EXPOSITION'S AMUSEMENT STREET
Part of the great Panama Canal Extravaganza is shown in this picture.

WEIRD, FANTASTIC AND INSTRUCTIVE

CHILDREN'S DAY
The Wonderful Electriquettes Are Shown.

WHERE EDUCATION AND PLEASURE CO-MINGLE

IN FORMOSA LAND

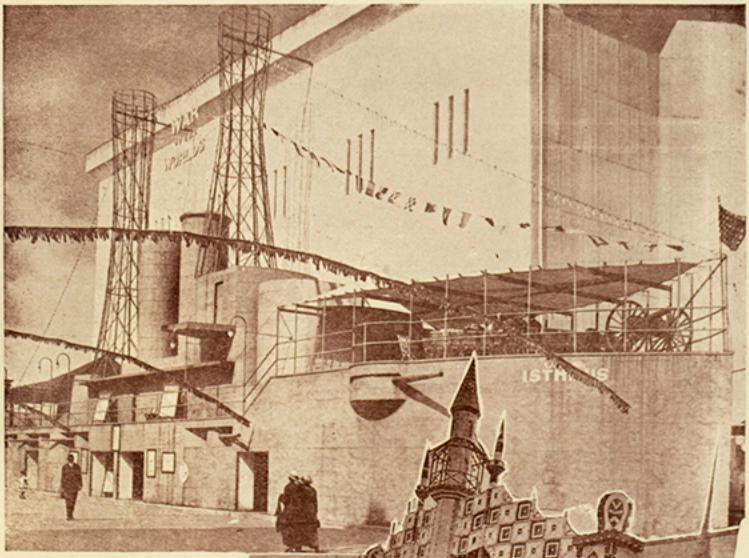
UNDERGROUND CHINATOWN

THE OSTRICH FARM

THE DEEP SEA AQUARIUM
The Electriquettes shown are the only passenger carrying vehicles allowed in the grounds. Anyone can run them. The speed is three miles per hour.

"49" CAMP
Realistic Gambling, Cow-Girls Dance With and the Spirit of California's Early Gold Rush Depicted in a Way Never Before Approached.

"IN THE PAINTED DESERT"
The Representatives of Many Tribes Here Show Their Craftsmanship and Skill.
Exhibit of the Santa Fe.

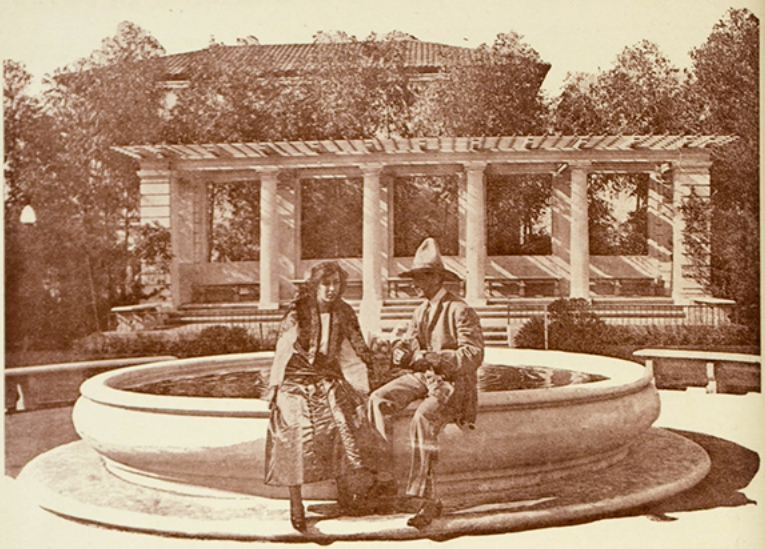


WAR OF THE WORLDS
At a Tremendous Cost This Timely Feature Is Being Wonderfully Produced.

ANFALULU LAND
The Entrance to the Longest Roller Coaster Built.

CLIMBING THE YELPS

SAN DIEGO
PANAMA CALIFORNIA EXPOSITION



AT THE FOUNTAIN

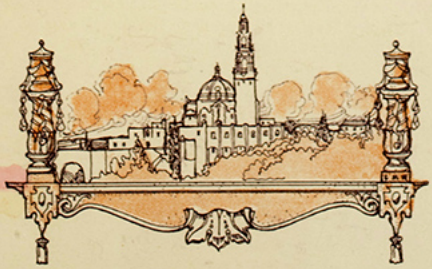
SCENES AROUND THE EXPOSITION GROUNDS

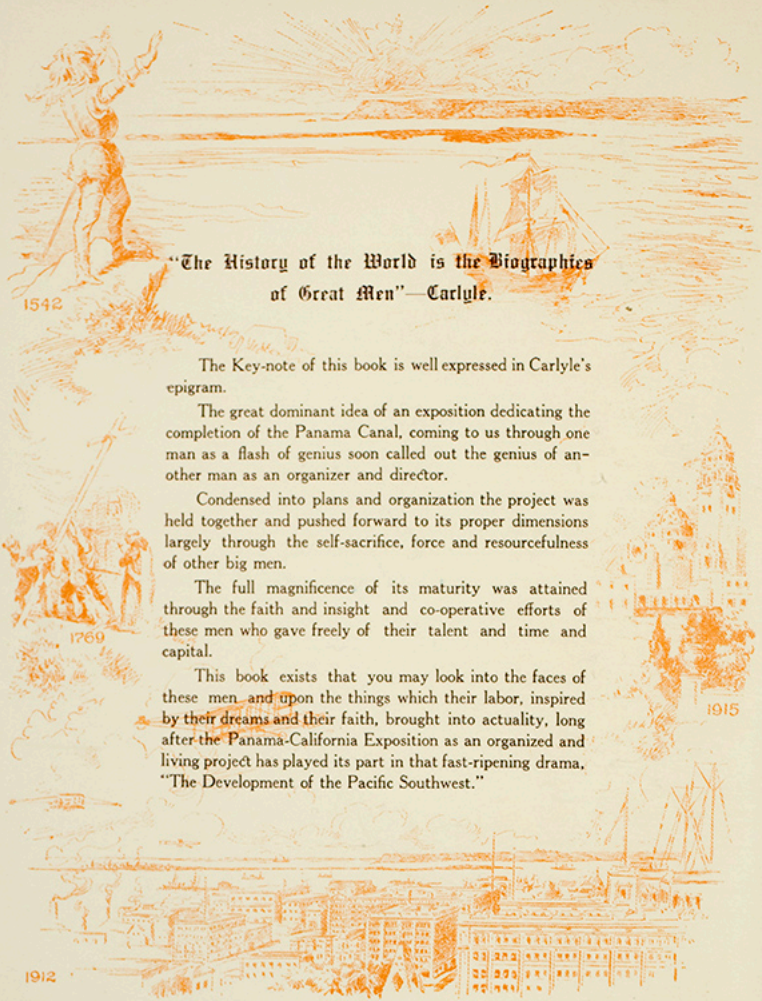
centuries from the soil of Arizona, Utah, New Mexico, Mexico, Central and South America.

We have sought, and I believe we have succeeded, through this exposition to create an effect, an atmosphere, if you please, that will come as a revelation to the visitor. He will see here the life of California epitomized. He will see home life as it is lived nowhere else under such pleasant conditions. He will see the flowers and fruits of the west as well as a bewildering variety of unusual trees. He will glimpse in a short sojourn the result of a half century of struggle with stubborn conditions. He will realize that Californians have not been working in vain, and that they have made no exaggerated claims for the land they love. And above all he will carry back to the east the glorious message of promise that is the heritage of California and the West.

G. W. Morrison

President.





"The History of the World is the Biographies of Great Men"—Carlyle.

The Key-note of this book is well expressed in Carlyle's epigram.

The great dominant idea of an exposition dedicating the completion of the Panama Canal, coming to us through one man as a flash of genius soon called out the genius of another man as an organizer and director.

Condensed into plans and organization the project was held together and pushed forward to its proper dimensions largely through the self-sacrifice, force and resourcefulness of other big men.

The full magnificence of its maturity was attained through the faith and insight and co-operative efforts of these men who gave freely of their talent and time and capital.

This book exists that you may look into the faces of these men and upon the things which their labor, inspired by their dreams and their faith, brought into actuality, long after the Panama-California Exposition as an organized and living project has played its part in that fast-ripening drama, "The Development of the Pacific Southwest."

Panama-California Exposition

...Officers...

Board of Directors, Executive Committee and
Notable People Instrumental in its
Achievement

Panama-California Exposition

...Officers...

Board of Directors, Executive Committee and
Notable People Instrumental in its
Achievement

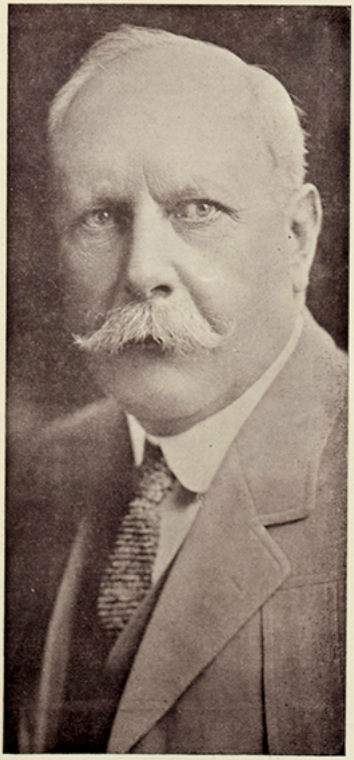
MAKERS OF THE SAN DIEGO EXPOSITION

GILBERT AUBREY DAVIDSON

President Panama-California Exposition, Pres. Southern Trust and Savings Bank. The father of the exposition idea, first chairman of the executive committee throughout the organization days.

Nova Scotia 1868.

MAKERS OF THE SAN DIEGO EXPOSITION



JOHN D. SPRECKELS
First Vice-Pres. Panama-California Exposition. Multimillionaire, and with over 25 millions invested in San Diego alone, the owner of steamships, railways, newspapers, hotels, factories, office buildings, etc.; one of the organizers and staunchest supporters of the Exposition.
Charleston, S. C. 1853.

MAKERS OF THE SAN DIEGO EXPOSITION

FRANK J. BELCHER
Second Vice-Pres., Chairman of the Finance Committee, member Board of Directors and Executive Com. Panama-California Exposition. Cashier First National Bank, etc.

MAKERS OF THE SAN DIEGO EXPOSITION

GEORGE BURNHAM
Fourth Vice-Pres., member Board of Directors Panama-California Exposition. Organizer and Vice-President of the San Diego Securities Company, a $2,000,000 corporation; past President Chamber of Commerce, trustee Elks lodge, Mason, past Vice-Pres. Cuyamaca Club, etc. London, Eng. 1868.

MAKERS OF THE SAN DIEGO EXPOSITION

CHARLES L. WILLIAMS

Secretary Panama-California Exposition. Member Executive Committee and Board of Directors, Cashier American National Bank, Mason, Elk, Odd Fellow, Cuyamaca Club, etc.
Carrolton, Ill. 1869.

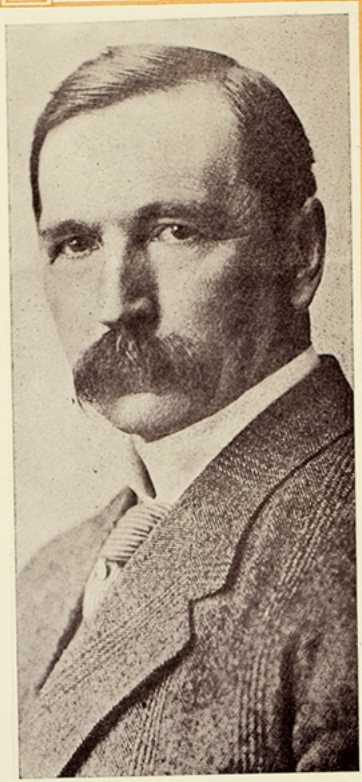
MAKERS OF THE

SAN DIEGO EXPOSITION

FRED W. JACKSON

Treasurer Panama-California Exposition, member Board of Directors, Vice-Pres. First National Bank, member Cuyamaca Club, Elks, Masons, etc.
Red Bluff, California. 1867.

MAKERS OF THE SAN DIEGO EXPOSITION



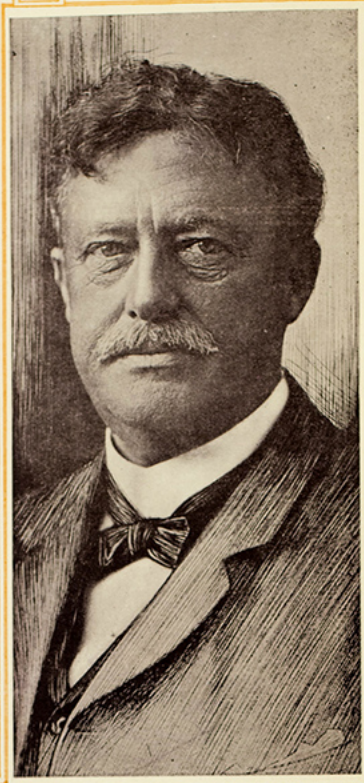
JUDGE WILLIAM A. SLOANE

Executive Committee, member of the Board of Directors Panama-California Exposition, Judge of the Superior Court of San Diego County, committee member of Exposition legal advisory board. Rockford, Ill. 1854.

MAKERS OF THE SAN DIEGO EXPOSITION

COL. DAVID CHARLES COLLIER
Past President and Director General of the Panama-California Exposition, Pres. D. C. Collier Co., Western Investment Co., etc., whose executive and constructive ability were the greatest factors in the building and financing of the Exposition.
Colorado. 1871.

MAKERS OF THE SAN DIEGO EXPOSITION



ULYSSES S. GRANT, JR.
Past Chairman of the Board of Directors Panama-California Exposition, Pres. U. S. Grant Hotel Co. and other extensive interests, member Cuyamaca Club, Elks, etc.; son of President Grant.
Bethel, Ohio. 1852.

MAKERS OF THE

SAN DIEGO EXPOSITION

GEORGE W. MARSTON
Pres. the Marston Company, Pres. Y. M. C. A., director Bank of Commerce and Trust Co., trustee Library, trustee Pomona College, member American Civic Assn., University Club, etc; appointed on all important committees; Park Comm.
Fort Atkinson, Wis. 1850.

MAKERS OF THE SAN DIEGO EXPOSITION

J. W. SEFTON, JR.
Board of Directors Panama-California Exposition, past Director General and member of the Executive Committee during the financing and constructive period, Vice-Pres. San Diego Savings Bank, owner Maryland Hotel Block, etc.
Dayton, Ohio. 1882.

MAKERS OF THE SAN DIEGO EXPOSITION

CARL H. HEILBRON
Board of Directors Panama-California Exposition, Pres. and Gen. Man. Southern Electrical Co., Pres. Chamber of Commerce, Elks, Mason, K of P, Mystic Shrine, Past President Order of Panama and Rotary Club.
Sacramento, Calif. 1880

MAKERS OF THE

SAN DIEGO EXPOSITION

PERCY H. GOODWIN

Executive Committee and member Board of Directors Panama-California Exposition, active worker on all committees, member Masons, Elks, Cuyamaca Club, etc.

Lake City, Colo. 1882.

MAKERS OF THE

SAN DIEGO EXPOSITION

CHARLES W. FOX

Board of Directors Panama-California Exposition, Mission Beach Syndicate; past Exalted Ruler Elks, Mason, Chamber of Commerce, etc.

Denmark, Iowa. 1867.

MAKERS OF THE SAN DIEGO EXPOSITION

LUCIEN A. BLOCHMAN
Board of Directors Panama-California Exposition, Pres. Security Commercial and Savings Bank, past Chancellor K. of P., past Pres. N. S. G. W., first Pres. Cabrillo Club, Mason, Elk, etc.
San Francisco. 1865.

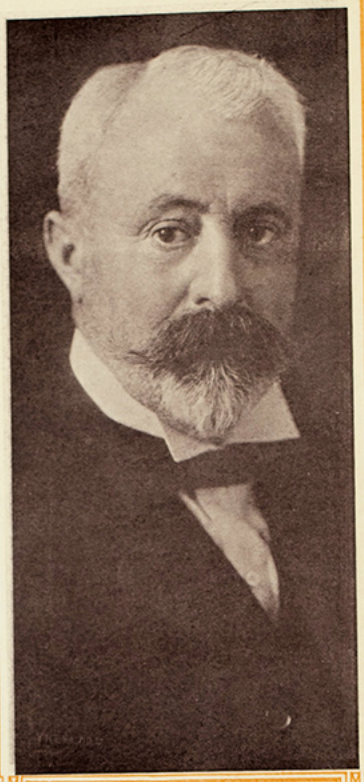
MAKERS OF THE SAN DIEGO EXPOSITION

D. F. GARRETTSON

Board of Directors Panama-California Exposition, Pres. First National Bank, Pres. Garrettson Investment Co., member Elks, Coronado Country, Point Loma, and Cuyamaca clubs.

Muscatine, Iowa 1855.

MAKERS OF THE SAN DIEGO EXPOSITION



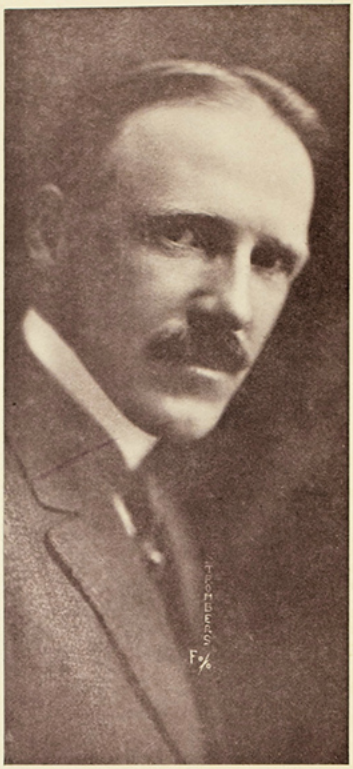
EUGENE DANEY
General Counsel Panama-California Exposition, Atty. and Dir. First Nat'l. Bank; Pres. S. D. Bar Assn., V. P. State Bar Assn., member Am. Bar Assn., Cuyamaca Club, Odd Fellows, Past Master of Masons, Past Ex. Ruler B. P. O. E. Bordeaux, France. 1862.

MAKERS OF THE

SAN DIEGO EXPOSITION

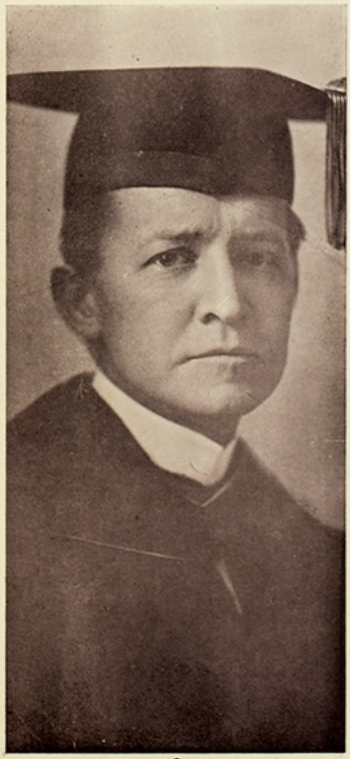
SAM FERRY SMITH
Attorney, legal adviser to Pres. Collier, Panama-California Exposition, during period of construction, incorporation and financing; member Cuyamaca and Jonathan clubs, Scottish Rite Mason, Knight Templar, Shriner, all Bar Associations. Pittsburg. 1863.

MAKERS OF THE SAN DIEGO EXPOSITION



H. O. DAVIS
Director General Panama-California Exposition; raised blooded cattle in Minn. 1899-1902; mfg. Minn. and Chicago until 1910; member Southern Counties Com. to both Expositions 1912, ass't. to Pres. Dec., 1912. Named Director-Gen. 1913. Cadiz, Ohio. 1877.

MAKERS OF THE SAN DIEGO EXPOSITION



BERTRAM G. GOODHUE
Architect Panama-California Exposition; authority on Spanish Colonial architecture, Fellow Boston Soc. Architects, American Inst. Architects, N. Y. Architectural League, Century, Calumet, Tavern clubs, N. Y. and Boston.
Pomfret, Conn. 1869.

MAKERS OF THE SAN DIEGO EXPOSITION

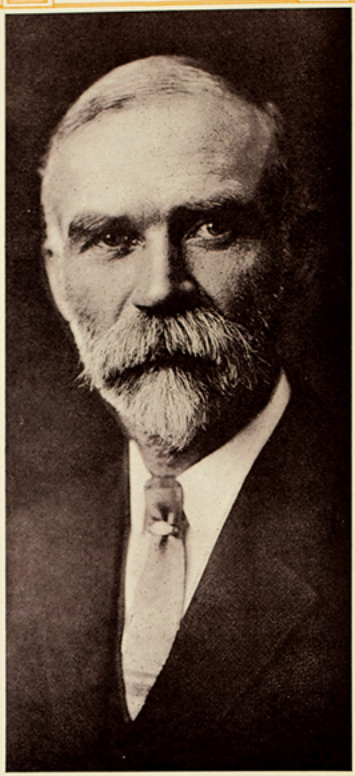
FRANK P. ALLEN
Superintendent Division of works Panama-California Exposition. Designer of Commerce and Industries. Sacramento Valley and other bldgs. Opening of Exposition on time a tribute to his executive ability.
Grand Rapids, Mich. 1876

MAKERS OF THE SAN DIEGO EXPOSITION

CARLETON M. WINSLOW

Architect, representative of Bertram G. Goodhue at Exposition with supervision of details; member American Inst. Architects, Architectural League of N. Y.; student of Chifflot and Pascal, Paris. Damariscotta, Me. 1876.

MAKERS OF THE SAN DIEGO EXPOSITION



HARRISON M. ALBRIGHT

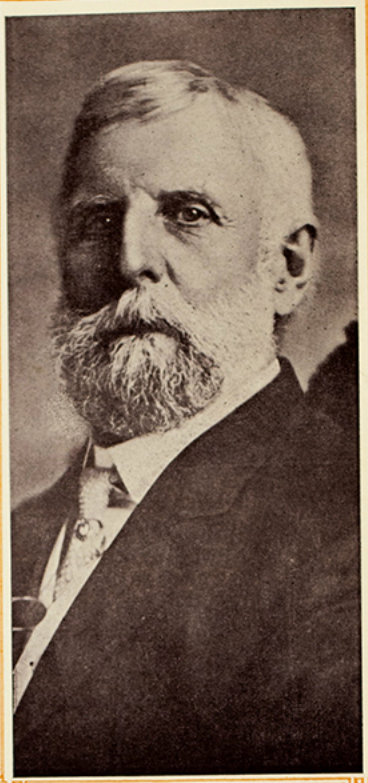
Architect, designer of the Spreckels Organ, the largest out-of-doors organ in the world, at the Panama-California Exposition. The U. S. Grant Hotel, Spreckels Theatre, Union Building, Timken, Bridges, San Diego Hotel and Golden West Hotel are some of his local work.

MAKERS OF THE SAN DIEGO EXPOSITION

EDGAR L. HEWETT

Director of Exhibits, in Science and Arts, Panama-California Exposition, Director of American Archaeology, Archaeological Institute of America, etc. The famous Science of Man exhibit was compiled and arranged under his supervision.

MAKERS OF THE SAN DIEGO EXPOSITION



LYMAN J. GAGE
Statesman, ex-Secretary United States Treasury, past Pres. the First National Bank of Chicago, past Pres. United States Trust Co. of New York, Pres. of the Board of Directors World's Columbian Exposition 1893.
De Ruyter, Madison Co., N. Y. 1836.

MAKERS OF THE SAN DIEGO EXPOSITION

ALBERT G. SPALDING
Capitalist. Founder of the famous house of A. G. Spalding and Bros., author of "America's National Game." Past Pres. San Diego Securities Co.; extensive owner of Point Loma properties, among which Sunset Cliffs will be most famous. Byron, Ill. 1859.

MAKERS OF THE SAN DIEGO EXPOSITION

KATHERINE TINGLEY

Leader and official head of the Universal Brotherhood and Theosophical Society (the original Theosophical Society founded by Mme. Blavatsky and William Q. Judge in New York in 1875): Foundress of the Raja Yoga System of Education; Foundress of the Parliament of Peace and Universal Brotherhood, etc.

MAKERS OF THE SAN DIEGO EXPOSITION

CARRIE JACOBS BOND
World famous composer, winter resident of San Diego, who wrote "The Perfect Day," "Do You Remember," etc. In honor of her kind co-operation, Carrie Jacobs Bond Day was named by the exposition, when she sang to the vast multitude.
Janesville, Wis. 1862

MAKERS OF THE SAN DIEGO EXPOSITION

ERNESTINE SCHUMANN-HEINK
World's greatest contralto singer and one of our most noted San Diegans, in whose honor the Exposition set aside a day and over 25,000 San Diegans turned out to greet her
Prague, Austria. 1861

MAKERS OF THE

SAN DIEGO EXPOSITION

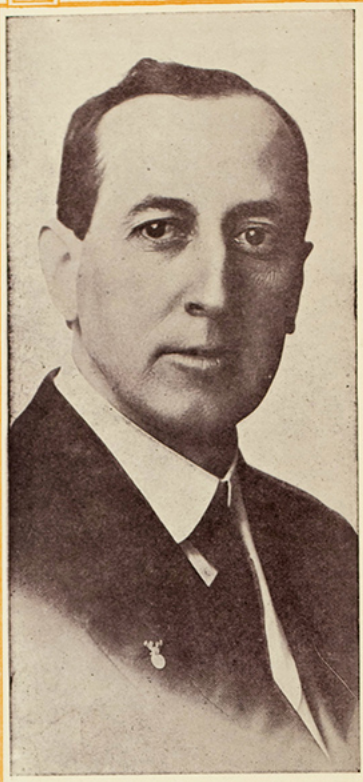
COL. ED. FLETCHER

Capitalist; Pres. Cuyamaca Water Co.; extensive land owner, promoter of Del Mar, Grossmont, Pine Hills, Mt. Helix, San Louis Rey water project, Volcan system, etc.

Littleton, Mass. 1872.

MAKERS OF THE

SAN DIEGO EXPOSITION



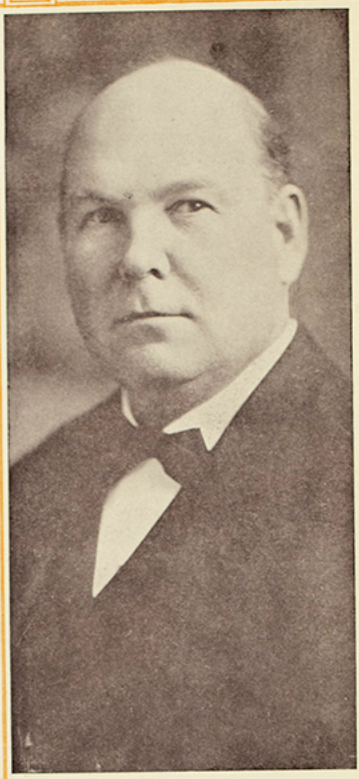
HON. GRANT CONARD
Assemblyman California 79th District. Past Mayor and instigator of extensive harbor improvements. During administration city gained control of harbor, commission form of government installed. Masons, Elks, Cuyamaca Club, etc. Illinois. 1867.

MAKERS OF THE

SAN DIEGO EXPOSITION

HON. WILLIAM KETTNER
United States Congressman; a Democrat elected to 63rd and 64th Congress in Republican district; ardent worker for San Diego; 33rd degree Mason, member Cuyamaca and Rowing clubs, member of Kettner and Salmons, insurance.
Ann Arbor, Mich. 1864.

MAKERS OF THE SAN DIEGO EXPOSITION

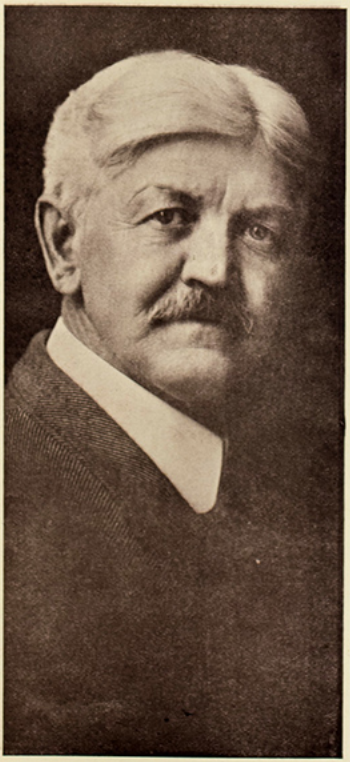


HON. J. C. NEEDHAM

United States Congressman, to 56th, 57th, 58th, 59th, 60th, 61st and 62nd Congresses; 9 years on leading committee, Ways and Means; has done much for Calif.; now practicing law in San Diego.

Carson City, Nevada. 1864.

MAKERS OF THE SAN DIEGO EXPOSITION



HON. LEROY A WRIGHT
State senator and attorney, past Park Commissioner, Trustee Carnegie Library, attorney Bank of Commerce and Trust Co., Director Southern Title and Guaranty Co., Member of original Exposition Co., member Cuyamaca, S. D. Country, Sutter Club, Sacramento, San Francisco Press Club, etc.
New London, Ind. 1863

MAKERS OF THE

SAN DIEGO EXPOSITION

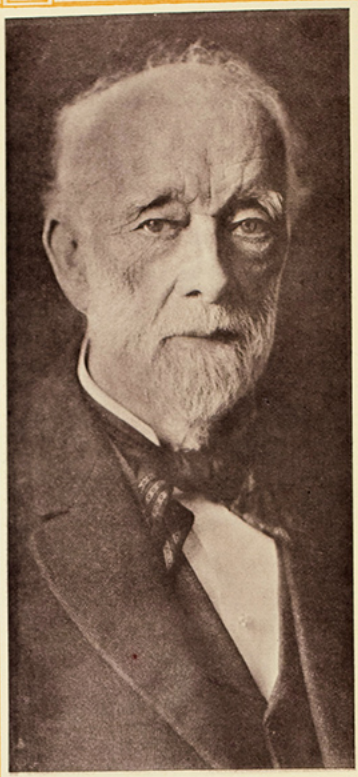
JOSEPH SCOTT

Attorney, whose vigorous speeches at Washington won Government's recognition for the Expositions of the Pacific Coast in favor over New Orleans, in appreciation of which he was made Honorary Vice-Pres. P. P. I. E.

Cumberland, England. 1867.

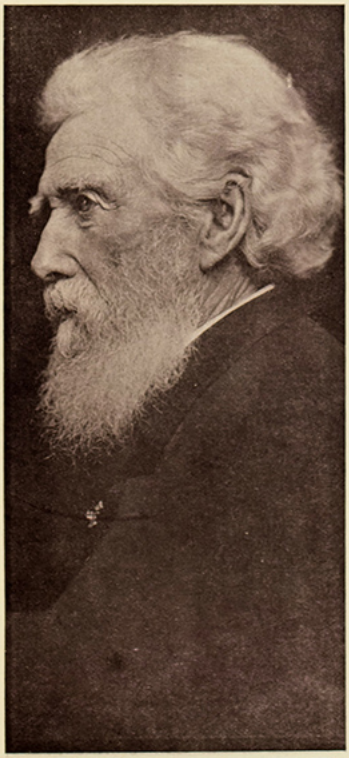
HENRY PARKER NEWMAN, A.M., M.D.
Noted Surgeon and Gynaecologist; thrice delegate Int. Med. Congresses, founder and life mem. Cong. Periodique de Gynecologie et d'Obstetrique; appointed medical secty. Pan-Am. Cong. 1901, Panama Canal Zone 1904, Guatemala 1908.
Washington, N. H. 1853

MAKERS OF THE SAN DIEGO EXPOSITION



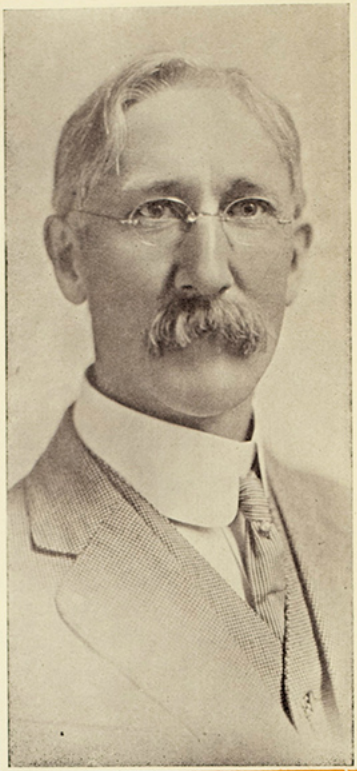
O. J. STOUGH
Capitalist. Founder and first President San Diego Savings Bank. Owner of the famous Stough ranch of 5,000 acres at Burbank, Cal., under cultivation. Founder of Hinsdale, Ill. Now in his 98th year San Diegos greatest booster.
Born April 18th. 1818

MAKERS OF THE SAN DIEGO EXPOSITION



CHARLES CARROLL CLUSKER
Oldest B. P. O. Elk in America now in his 106th year, for years a resident of San Diego. Fought with Zachary Taylor in 1848. Mining expert and formerly in the mercantile business in San Bernardino County. Retired past 50 years. Richmond, Ky. 1810

MAKERS OF THE SAN DIEGO EXPOSITION

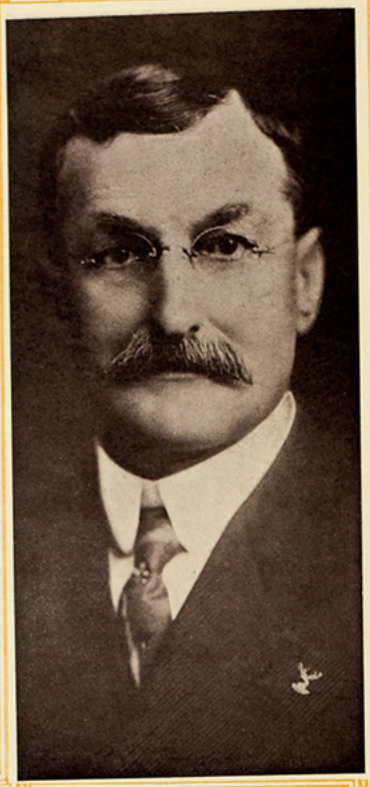


FRED D. FAGG
General Secretary San Diego Young Men's Christian Association. A Y. M. C. A. leader of national prominence. Instrumental in securing three modern Association Buildings. The San Diego Y. M. C. A. Building is conceded to be the finest yet erected in any city of its size.

MAKERS OF THE SAN DIEGO EXPOSITION

COL. FRED JEWELL
Commissioner at Large Panama California Exposition. Organizer and past president Citizens Savings Bank, now president Jewell Investment Co., past director P. C. Exposition. Private Sec. and Col. on staff of Gov. Poynter of Neb. Grad. Wheaton College.
Wheaton, Ill. 1859

MAKERS OF THE SAN DIEGO EXPOSITION



ARTHUR COSGROVE
President Homeland Improvement Co. Member of Railroad and Entertainment Committees Chamber of Commerce. Director of C. of C. during financing of Exposition. Member N. Y. Produce Exchange, Shriner, Elk, member Cuyamaca, Rowing and Point Loma Golf Clubs. Haverstraw, N. Y. 1856.

MAKERS OF THE

SAN DIEGO EXPOSITION

W. F. HOLT

Empire builder, founder of El Centro, Pres. Holton Power, Holton Interurban, Imperial Valley Gas, and President or Director of at least 25 corporations Imperial Valley owes its remarkable development practically to this one man. Missouri. 1864.

MAKERS OF THE

SAN DIEGO EXPOSITION

HON. FRANKLIN J. COLE
Judge Superior Court, Imperial County. Vice Pres. First Nat. Bank of El Centro. Past Secy. Imperial Water Co. No. 5. Extensively interested in Imperial Valley ranches, etc. Grad. University of Iowa, member Masons, W. O. W., etc. 1874.

Prominent Bankers

and

Corporation Managers

Prominent Bankers

and

Corporation Managers

MAKERS OF THE

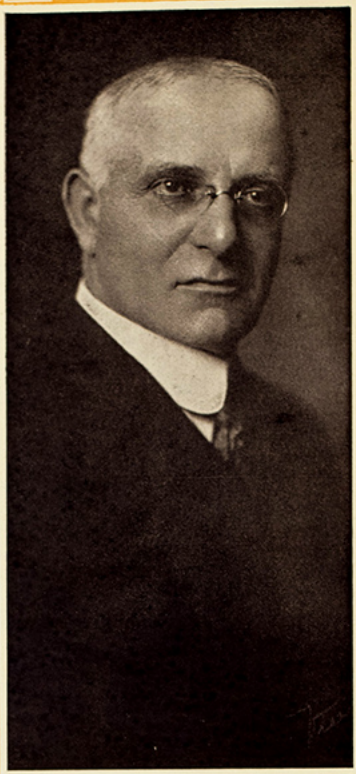
SAN DIEGO EXPOSITION

MYRON T. GILMORE

Pres. San Diego Savings Bank And one of its organizers; Director Y. M. C. A.; extensive interests and fraternal associations.
Dedham, Maine. 1847.

MAKERS OF THE

SAN DIEGO EXPOSITION



I. I. IRWIN
Pres. Citizens Savings Bank, Vice Pres. American National Bank, Pres. Irwin & Co., Hay and Grain. Director several corporations, member Cuyamaca Club, etc.

MAKERS OF THE SAN DIEGO EXPOSITION

LOUIS J. WILDE.
Pres. United States National Bank. The donor of the Wilde Fountain to the City. Promoter of Grant Hotel, the American National Bank, owner of over a million dollars' worth of San Diego real estate, etc.

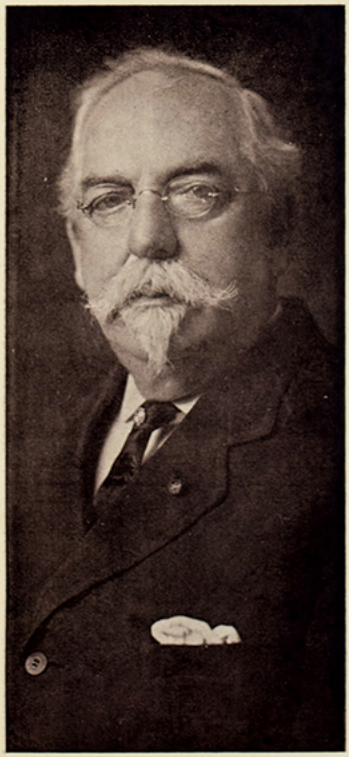
MAKERS OF THE

SAN DIEGO EXPOSITION

JOHN F. FORWARD, JR.
Chairman Board of Park Commissioners, past Director Panama-California Exposition, past Pres. Chamber of Commerce, Vice-Pres. Union Title and Trust Co., Mason, Elk, Odd Fellow, etc. The successful completion of the Stadium is due largely to his efforts.
Pittsburg. 1876.

MAKERS OF THE

SAN DIEGO EXPOSITION



COL. ROBERT E. BRIER
Pres. The Brier Co., Inc., past Pres. and organizer East San Diego Savings Bank. Extensively interested in East San Diego.

MAKERS OF THE SAN DIEGO EXPOSITION

LOUIS JEROME RICE

Cashier American National Bank. Treas. Pacific Tuna Canning Co. Secy. Independent Stone Co., etc. Member Cuyamaca Club, Mason, Elk.

Meadville, Pa. 1878.

TOM C. HAMMOND
Asst. Cashier American National Bank, Pres. Auto Tire Co., Director Cuyamaca Club, Ex-Commodore S. D. Yacht Club.
Indiana. 1886.

MAKERS OF THE SAN DIEGO EXPOSITION

MILTON E. EPSTEIN
Cashier Bank of Commerce and Trust Co., Director University Club, Klauber-Wangenheim Co., Dixie Supply Co., Phy. Dir. S. D. Rowing Club, member all organizations.
San Francisco. 1884.

MAKERS OF THE SAN DIEGO EXPOSITION

SIMON LEVI
Pres. Simon Levi Co. of San Diego and Los Angeles. Dir. First National Bank, 20 years director Santa Fe Railroad. Vice Pres. Masonic Temple Ass'n. V. P. San Diego Grain and Milling Co. Pioneer San Diegan and one of the organizers of the Panama-California Exposition.

MAKERS OF THE SAN DIEGO EXPOSITION

O. W. COTTON.
President and founder of the Pacific Building Company, Inc. San Diego's largest building concern, with a record of over 7 miles of homes and buildings to its credit. Heavy stockholders of the Exposition.

MAKERS OF THE

SAN DIEGO EXPOSITION

REX BRAINARD CLARK.
Capitalist. Owner of several of the finest ranches in San Diego County. Prominent as one of the Good Roads Commissioners who were responsible for 400 miles of improvements. Past owner Pioneer Truck Co., Back Country Trans. Co. Detroit. 1876.

MAKERS OF THE SAN DIEGO EXPOSITION

H. H. NELSON.

Capitalist. Formerly owner Portland, Me., Express. Part owner N. Y. Daily News, cntd. N. Y. Sun. Owner of extensive downtown San Diego property. Member Cuyamaca and Point Loma Golf Clubs.

Indiana. 1872.

MAKERS OF THE

SAN DIEGO EXPOSITION

LEIGHTON McMURTRIE
Real Estate, Loans and Insurance. Built McMurtrie Block, 3rd and B, Burnham McMurtrie Bldg., and Barney McMurtrie, Decker Bldg. Member Cuyamaca, Rowing, Country clubs, Mason, K. of P., etc. Graduate Huyton College, Eng. Scotland. 1884.

MAKERS OF THE SAN DIEGO EXPOSITION

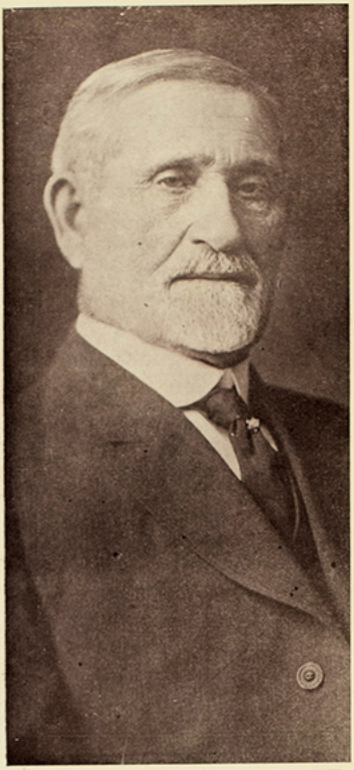
CHARLES EDWARD SUMNER
Pres. and organizer San Diego Home Telephone Co., where his recent radical departure in giving subscribers dividends has created widespread comment. Graduate Michigan Unv. and Columbian Law School. Shriner, Elk, etc.
Michigan. 1860.

MAKERS OF THE

SAN DIEGO EXPOSITION

GEORGE S. PARKER
Pres. Independent Stone Co., Inc. Member Masons, Elks, Cuyamaca Club, etc.
Prescott, Ariz. 1878.

MAKERS OF THE SAN DIEGO EXPOSITION



FRANCIS O. WYMAN
Pres. Summit Lime Co., Union Lime Co., Golden State Portland Cement Co., Vice Pres. Los Angeles Lime Co., who furnished material heavily used in the construction of the Exposition.
Summit, Ohio. 1839.

MAKERS OF THE

SAN DIEGO EXPOSITION

WHEELER J. BAILEY
Pres. W. J. Bailey Co., Lime and Cement. One of promoters of the Symphony Orchestra. Prominent Elk and member of several organizations.

MAKERS OF THE SAN DIEGO EXPOSITION

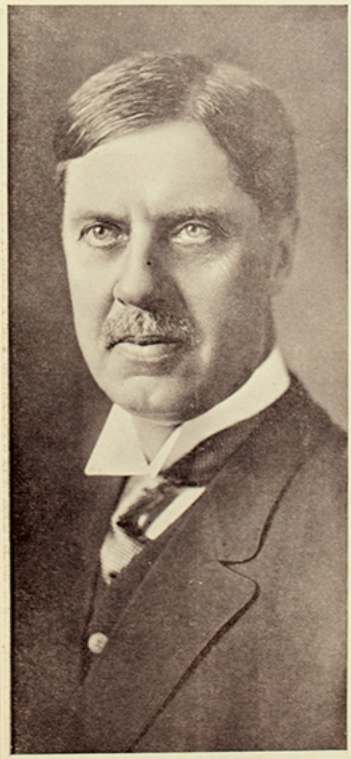
F. H. WURSTER

Pres. Wurster Construction Co., one of the largest building concerns in the state; California State Bldg., Spreckels Organ Pavilion, Golden West Hotel, etc., are their work; member Masons, Cuyamaca and Cabrillo clubs.

Buffalo, N. Y. 1867.

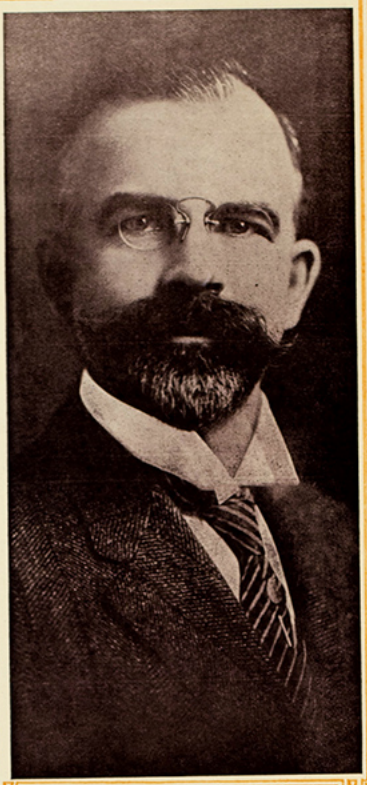
MAKERS OF THE

SAN DIEGO EXPOSITION



H. E. L. MEBIUS
Secy. and Treas. Wurster Construction Co. Member Cuyamaca Club, Elks, Coronado Yacht Club, etc.
San Francisco. 1867.

MAKERS OF THE SAN DIEGO EXPOSITION



CHARLES H. BARTHOLOMEW

Postmaster; appointed by Pres. Roosevelt and retained owing to his great efficiency at this important station; 23 years in the service.

Unadilla, N. Y. 1866.

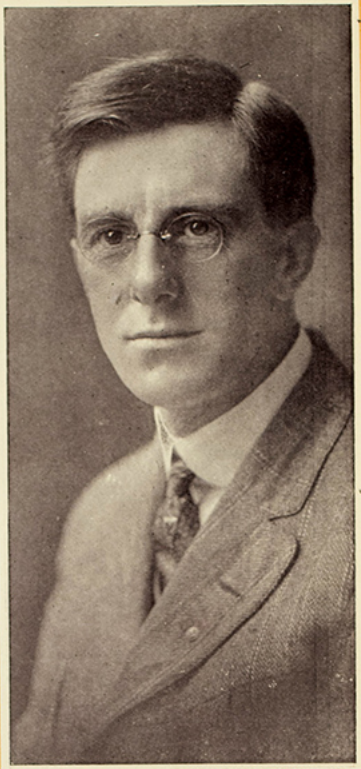
MAKERS OF THE

SAN DIEGO EXPOSITION

RUFUS CHOATE.
Capitalist and owner of extensive interests in San Diego. Past Pres. Chamber of Commerce, member Legislation Comm., Panama-Cal. Exposition. Originated Good Roads movement in S. D. Co. Factor in getting harbor ceded to City. Member Masons, Elks, etc.
San Diego, Cal. 1870.

MAKERS OF THE

SAN DIEGO EXPOSITION



JOHN SIMPSON.

Pres. John Simpson & Co., Contractors and Builders. Builders of Southern California Counties Building at the Panama-California Exposition, one of the finest on the grounds; Science Bldg., Ontario, Cal., Chaffey Union High School, etc. Member Al Bahr Shrine, Scottish Rite, etc.

MAKERS OF THE SAN DIEGO EXPOSITION

WILLIAM B. GROSS

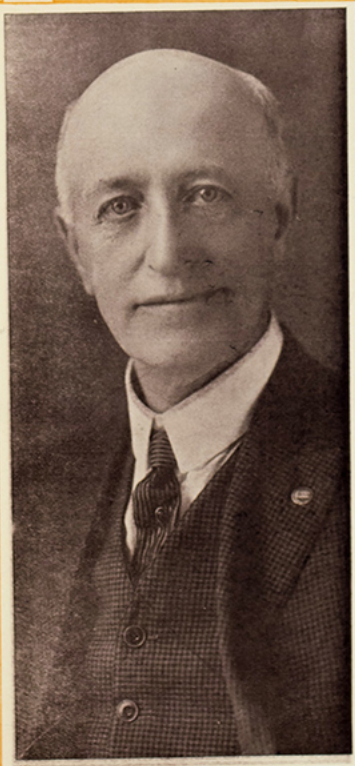
Capitalist, founder of Grossmont jointly with Col. Ed. Fletcher, W. B. Gross Subdivision, etc. Author of "Economical Trip Through Europe," "144 New Epigrams," etc. Past connections as manager famous theatrical productions.

MAKERS OF THE

SAN DIEGO EXPOSITION

HARRY C. HAYWARD
Lessee and manager Spreckels Theatre. Past 22 years manager Auditorium Theatre, Spokane, Prior Concordia and Fall City Opera House, Spokane. Founder Hayward-Larkin Co., outdoor advertising, 1882. Cuyamaca Club, Mason, Elks, London, Eng. 1853.

MAKERS OF THE SAN DIEGO EXPOSITION



J. M. DODGE
Lessee and manager Spreckels Theatre. Co-partner with Harry C. Hayward. First Exalted Ruler B. P. O. Elks, S. D. lodge. Past County Clerk, Tax Collector and City Treasurer. Pioneer member Brother Locomotive Engineers. Cuyamaca Club, etc.
Springfield, Ill. 1853

MAKERS OF THE

SAN DIEGO EXPOSITION

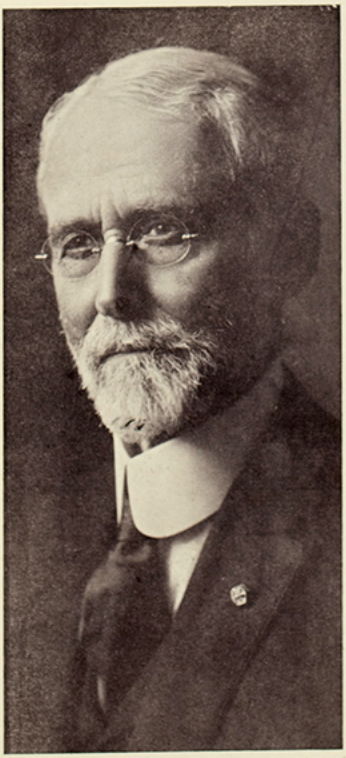
SENATOR EDGAR A. LUCE

Representing 40th District. Attorney, firm of Luce and Luce; graduate of Lelond Stanford University, member Elks, N. S. G. W., Country, University and Rowing clubs. A vigorous Progressive legislator.
San Diego, Cal.

San Diego's
Leading Attorneys

San Diego's

Leading Attorneys



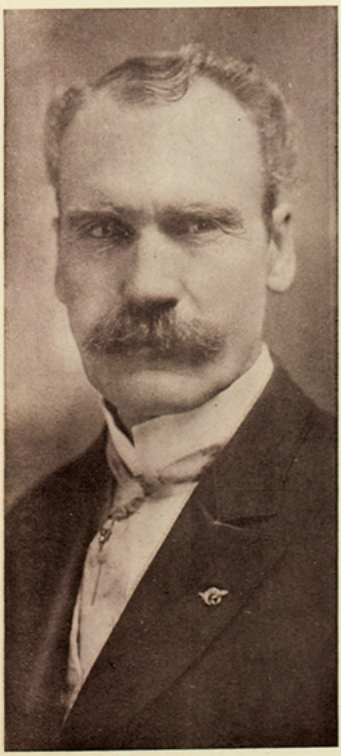
M. A. LUCE
Past Judge S. D. County Court, 1875-80. City Atty. Bushnell, Ill. Vice Pres. California Southern Railroad during its construction, from Barstow to Los Angeles. Albany Law School and Hillsdale College. Progressive, Unitarian, Mason, K. of P., G. A. R.
Payson, Ill.

MAKERS OF THE SAN DIEGO EXPOSITION

H. E. DOOLITTLE

Ex-Pres. S. D. Bar Assn., member Am. Bar Assn. and Cal. State Bar Assn. Graduate Dennison University, '86. Admitted U. S. Supreme Court 1897, member Cuyamaca and University Clubs, etc. Ohio. 1864.

MAKERS OF THE SAN DIEGO EXPOSITION



WM. J. MOSSHOLDER
Prominent attorney. Practiced law in San Diego since 1885. Graduate Neb. Wesleyan University, Ph. B. and State University, Iowa, degree L. L. B. Past-Master and many Hon. Offices Masons. Martinsburg, Ohio. 1857.

MAKERS OF THE

SAN DIEGO EXPOSITION

E. V. WINNEK
Prominent Attorney. Co-partner firm of Wright-Winnek and McKee. Member S. D. County Bar Assn. Admitted to Bar 1900. Studied law in office Victor E. Shaw, now Ass. Justice Court of Appeals.
Iowa. 1878.

MAKERS OF THE

SAN DIEGO EXPOSITION

DEMPSTER McKEE
Past Asst. District Attorney. Partner Wright-Winnek and McKee. Admitted to the Bar 1909. Graduated Cornell College, Iowa. Studied law University of Michigan, Ann Arbor, Mich. Member S. D. Bar, Point Loma Golf Club, Elks, etc. Iowa. 1886.

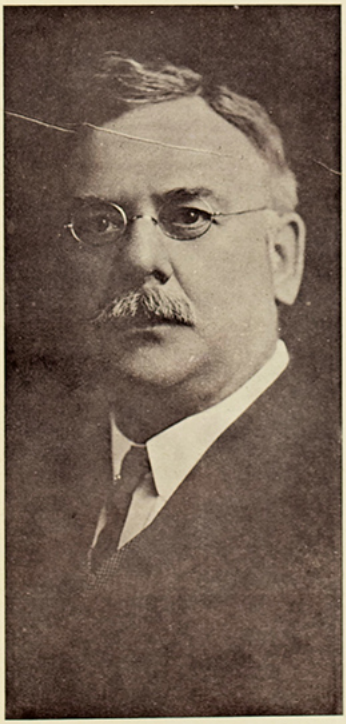
MAKERS OF THE

SAN DIEGO EXPOSITION

GEO. H. SHREVE
Prominent Attorney. Past Asst. District Attorney San Diego County. Ed. Mercer University, Macon, Ga. Member B. P. O. Elks, Redmen and Knights of Pythias
Alabama. 1881.

MAKERS OF THE

SAN DIEGO EXPOSITION



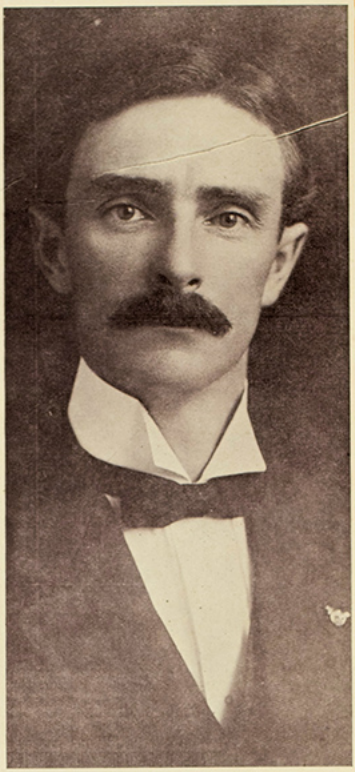
PATTERSON SPRIGG

Prominent Attorney. Graduate Columbia University, Washington, D. C. Admitted Bar Supreme Court of D. C. '84, of California and U. S. Circuit Court, '87, U. S. Supreme Court '89. Rep. U. S. Fidelity and Guaranty Co., organizer Cuyamaca Club, member Elks, etc.

Petersburg, Va. 1860.

MAKERS OF THE

SAN DIEGO EXPOSITION



CLAUDE L. CHAMBERS
Prominent Attorney. Admitted Supreme Court of California 1910. Practiced Prosecuting Attorney's office Travers City, Mich. Member Cabrillo Club, Shriner, Mason, etc.
Grand Rapids, Mich. 1876.

MAKERS OF THE SAN DIEGO EXPOSITION

JEFFERSON DAVIS
Commissioner at Large, Panama-California Exposition. Collateral descendent of the Pres. of the Confederacy. Alumnus University of Virginia. Graduate George Washington and Georgetown Law Schools. Law firm Davis and McCoy. Special State prosecutor.
Virginia. 1885.

MAKERS OF THE SAN DIEGO EXPOSITION

EUGENE FERRY SMITH.
Attorney. Admitted to the California and U. S. Federal bar, 1912. Attended University of California, Mining Engineer, member S. D. Rowing, Country Clubs, director Archaeological Society, Barbarian Club, S. F., etc.
Encinitas, Calif. 1887.

MAKERS OF THE

SAN DIEGO EXPOSITION

LEWIS E. DADMUN.
Prominent attorney. Representative of several corporations, extensive ranch interests, etc. Member California state courts and U. S. courts. Member several clubs and other affiliations.
Charleston, Ill. 1872.

MAKERS OF THE SAN DIEGO EXPOSITION

TUDOR S. RODGERS.
Attorney. Member S. D. and California bar associations. Attended University of So. California. Graduate Chattanooga University, Tenn. Past assistant chemist, city of Los Angeles. Member S. D. Rowing and Cuyamaca clubs, etc.
St. Paul, Minn. 1885.

MAKERS OF THE

SAN DIEGO EXPOSITION

ALBERT J. SCHOONOVER

United States Attorney, district of Southern California; past Asst. District Atty. San Diego; former law partner Sen. Wright and Winnek; past Exalted Ruler B. P. O. Elks, Shriner, K. of P., etc. 1870. Indiana.

MAKERS OF THE SAN DIEGO EXPOSITION

GORDON L. GRAY

Attorney, with offices in the Union Building. President of the Board of Trustees of the San Diego Public Library. Also President of the University Club of San Diego and the San Diego Rotary Club.

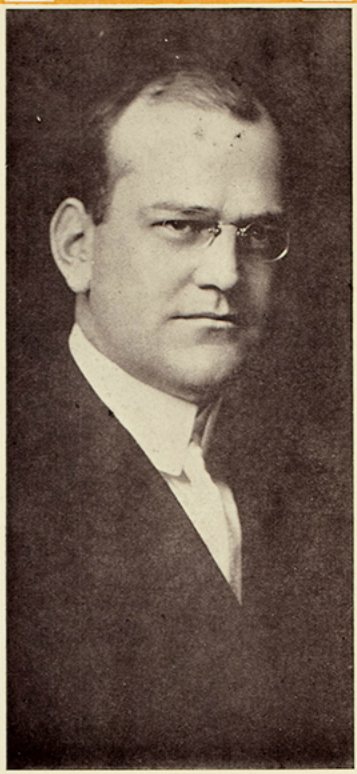
MAKERS OF THE

SAN DIEGO EXPOSITION

A. J. MORGANSTERN.

Prominent attorney, with offices in the Timken Bldg. Member of all local clubs and organizations. California state and San Diego Bar Association. Mason. Past Dict. Order Moose, etc.
Pittsburg Pa. 1869

MAKERS OF THE SAN DIEGO EXPOSITION



T. B. COSGROVE

City Attorney City of San Diego. Graduate of Yale and Notre Dame Universities. Professor of Law at the University of Illinois. Member of the American, State and San Diego Bar Association, B. P. O. Elks, etc.

Illinois. 1881.

The Clergy

The Clergy

MAKERS OF THE SAN DIEGO EXPOSITION

REV. W. E. CRABTREE.
Pastor of the Central Christian Church of San Diego for the past 20 years. Graduate degree A. B. Kentucky University, Divinity Course, College of the Bible, Lexington, Ky. Pastor of Chestnut Street Christian Church, Lexington, three years.
Madisonville, Ky. 1868.

MAKERS OF THE SAN DIEGO EXPOSITION

REV. HOWARD B. BARD.
Minister of the First Unitarian Church, S. D. Graduate St. Lawrence University, degree A. B. President San Diego Playgrounds Commission, where his work has been very effectual. Past pastorates at Grand Rapids and Lansing, Mich. Ohio. 1860.

MAKERS OF THE SAN DIEGO EXPOSITION

REV. EUGENE A. HEFFERNAN, V. F.
Pastor of St. Joseph's Church, S. D.
Graduate St. Michael's College, Listowel, Ireland. Post graduate Catholic University, Washington, D. C. Theological student Carlow Seminary, Ireland.
Listowel, Ireland. 1880.

MAKERS OF THE

SAN DIEGO EXPOSITION

Rev. RICHARD D. HOLLINGTON, Ph.D. Pastor of the First Methodist Church, S. D. Graduate of Ohio Wesleyan University and Boston University School of Theology. Student at Jena, Germany. Pastor of St. Paul's Church, Toledo, Ohio, six years. Born Toledo, Ohio.

Officials

City of San Diego

California

Officials

City of San Diego

California

MAKERS OF THE SAN DIEGO EXPOSITION

EDWIN M. CAPPS.
Mayor. Twice mayor of San Diego, 1899-1901, 1915-1917. Appointed supervising engineer for the construction of the harbor improvements totaling over a million dollars. Civil engineer, and the best liked mayor San Diego has had.
Knoxville, Tenn. 1860.

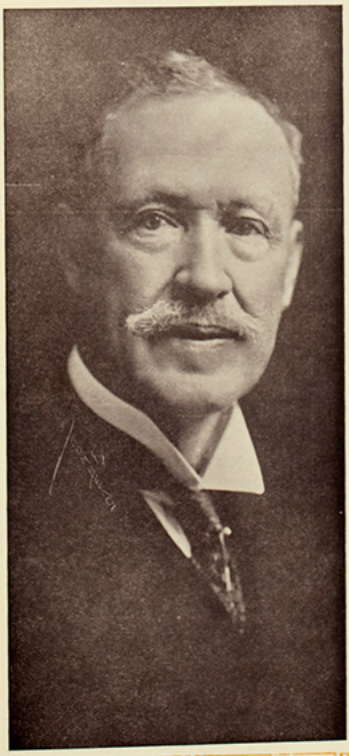
MAKERS OF THE

SAN DIEGO EXPOSITION

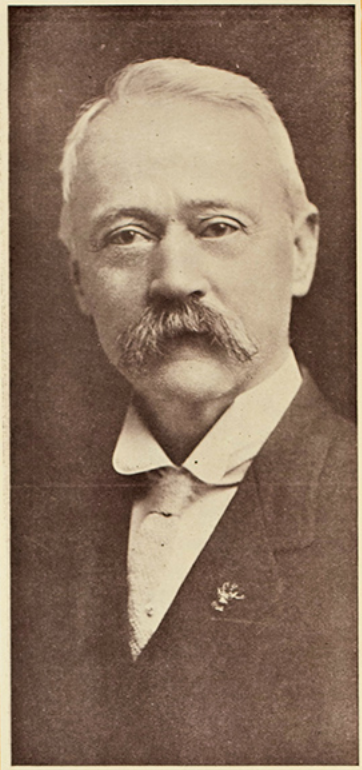
MAJ. HERBERT R. FAY.
President Common Council, City of San Diego. Superintendent water department for which the city has paid the sum of $4,000,000. Promoter of Boys' Welfare League, etc. Organizer S. D., Cal., Nat.'l Guard, etc.

MAKERS OF THE

SAN DIEGO EXPOSITION



H. N. MANNEY
Councilman, City of San Diego. Superintendent of police, health and morals. Retired rear admiral, United States navy.



OTTO M. SCHMIDT.
Councilman, City of San Diego. Superintendent department of finance, ways and means.

MAKERS OF THE SAN DIEGO EXPOSITION

WALTER MOORE.
Councilman, City of San Diego. Superintendent of department of streets and public buildings.

MAKERS OF THE SAN DIEGO EXPOSITION

WM. M. RUMSEY.

City engineer, City of San Diego, 1912-1915. During his administration the wonderful development of the harbor, good roads and water system was done. Iowa. 1869.

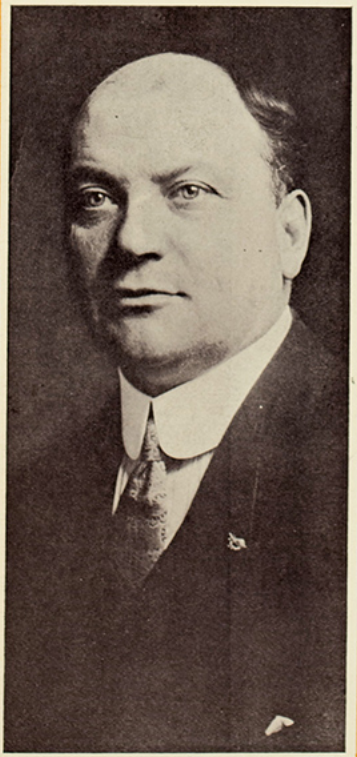
MAKERS OF THE SAN DIEGO EXPOSITION

DON M. STEWART.
City Treasurer and Tax Collector,
City of San Diego.

HARRY L. HUBBELL.
Deputy Sheriff, San Diego County. Formerly part owner of the Pioneer Truck Co. Owner Diamond Carriage and Livery Co., etc Trustee F. O. Eagles, member K. of P., etc.
Ventura, Cal. 1873.

MAKERS OF THE

SAN DIEGO EXPOSITION



DUNCAN MacKINNON.
Superintendent of City Schools. Graduate of Stanford University, '99. One of the strongest factors in arousing public sentiment and raising money to build the Stadium.

MAKERS OF THE SAN DIEGO EXPOSITION

GEORGE BUTLER
County Surveyor, County of San Diego. Appointed to fill unexpired term and re-elected twice thereafter; twenty years in charge of locating irrigation projects, U. S. Indian Service. Member Masons, Elks, etc.

Officials

County of San Diego

California

Officials

County of San Diego

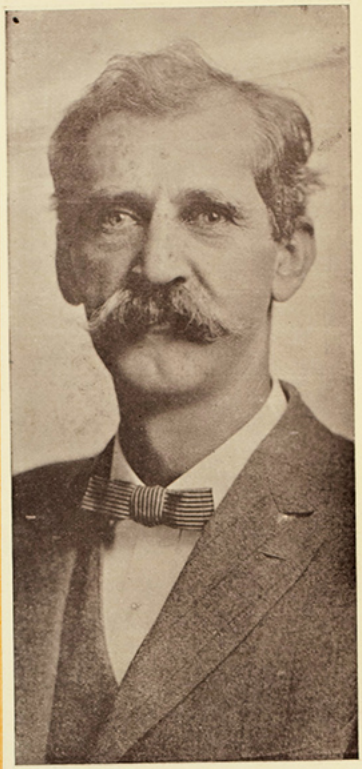
California

MAKERS OF THE

SAN DIEGO EXPOSITION

J. T. BUTLER.
County Clerk, County of San Diego. Elected 1910, 1915. Past city clerk for ten years.
Jacksonville, Ill. 1852.

MAKERS OF THE SAN DIEGO EXPOSITION



JOHN F. SCHWARTZ.
County Treasurer, county of San Diego. Now serving the county faithfully in his fifth consecutive term.

MAKERS OF THE

SAN DIEGO EXPOSITION

JNO. H. FERRY.

County Recorder, county of San Diego. Elected 19[illegible]. Now serving third term. Member of Elks, K. of P., Order Moose, Cabrillo Club, etc.
Utica, N. Y.

MAKERS OF THE SAN DIEGO EXPOSITION

OTTO MARSH, M. D.
Coroner, county of San Diego. Graduate Jefferson Medical College. Ex-resident physician German Hospital, Philadelphia. Mary J. Drexel Home, Children's Hospital, etc. Member all clubs, Mason, K. of P., etc.
San Diego. 1886.

MAKERS OF THE

SAN DIEGO EXPOSITION

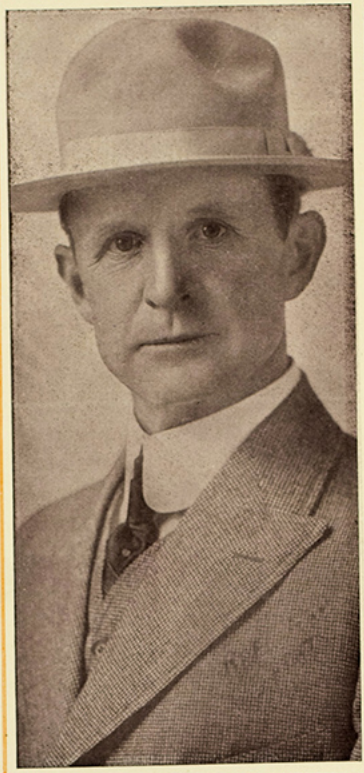
H. L. MOODY.
City Auditor and Assessor, City of San Diego.

BRYANT H. HOWARD.
Capitalist, Grad. S. D. High, attended University of Chicago. Member B. P. O. Elks, Odd Fellows, Los Angeles Athletic Club, San Diego Yacht Club, Frat, Phi Delta Kappa, T. M. Ass'n.
San Diego. 1881.

MAKERS OF THE SAN DIEGO EXPOSITION

MONTGOMERY M. MOULTON.
County Assessor, County of San Diego. Elected 1907, incumbent to 1918. Present Exalted Ruler B. P. O. E., past Em. Comm. Knights Templar, officer Al Bahr Temple. Cuyamaca, Cabrillo and Rowing Clubs.
Iowa. 1874.

MAKERS OF THE SAN DIEGO EXPOSITION



RALPH L. CONKLIN.
Sheriff, San Diego County. Past U. S. Immigration Service 22 years, as Chinese Inspector, etc. Member Masons, K. of P., Order Moose, etc. Elected 1914.

Prominent
Business Men
of San Diego

Prominent

Business Men

of San Diego

MAKERS OF THE

SAN DIEGO EXPOSITION

GEORGE L. BARNEY.
Senior member, Barney, McKie & Rife Co. Prominent real estate concern of San Diego. Owners of the Venetian City on Mission Bay and promoters of the new railway.
Iowa. 1863.

MAKERS OF THE SAN DIEGO EXPOSITION

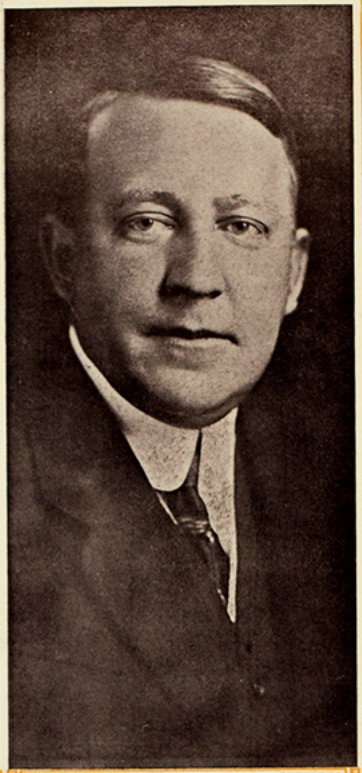
JAMES HENRY M'KIE.
Treasurer, Barney, McKie & Rife Co., Fifth and A, Syndicate. The Bay Shore Railway, American National Bank Bldg., are a few of the corporations in which he is an active head.
England. 1868.

MAKERS OF THE

SAN DIEGO EXPOSITION

J. W. RIFE.
Co-partner in the firm of Barney, McKie and Rife, promoters of the Bay Shore Railroad, Mission Beach and the Fifth and A Syndicate, with extensive holdings in all parts of San Diego.
Philadelphia. 1879.

MAKERS OF THE SAN DIEGO EXPOSITION



THOMAS A. RIFE.
Co-partner in the firm of Barney, McKie and Rife. The American National Bank Bldg., the Sandford Hotel and many of the better buildings of the city were financed by this concern.
Philadelphia. 1881.

MAKERS OF THE SAN DIEGO EXPOSITION

CHARLES W. OESTING.
Bonds and Insurance. The leader in his lines in the city. Prominently identified with several corporations. Member Cuyamaca, Coronado Country Clubs, Elks, etc. Past state harbor commission. 1874.
Richmond, Ind.

MAKERS OF THE SAN DIEGO EXPOSITION

CLAUDE WOOLMAN.
Prop. Bradley & Woolman, funeral directors. Member School Board. Past member Common Council, past city treasurer. Director Chamber of Commerce, a Shriner, Elk, K. of P., Odd Fellow, W. O. W., F. of A., U. S. W. V. and O. E. S., etc.

MAKERS OF THE SAN DIEGO EXPOSITION

O. L. CHURCHILL.
Owner and builder of the Churchill Hotel block, formerly in the mercantile business in South Dakota, and a staunch supporter of San Diego as his investments show.

MAKERS OF THE SAN DIEGO EXPOSITION

F. S. SANDFORD.
Owner of the Hotel Sandford, San Diego's fine new hostelry. Formerly manager Grand Hotel, Yokohama, Japan; manager Warner Hot Springs, etc. He is the original leading man in "The Old Homestead." Member Masons, Elks, Odd Fellows, etc.
New York City. 1862.

MAKERS OF THE

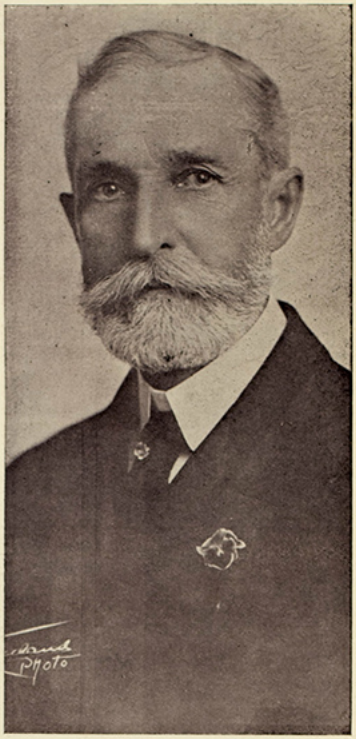
SAN DIEGO EXPOSITION

D. C. REED

Capitalist. Real Estate, Abstract and Insurance. Pioneer operator in active business in San Diego since 1870. Builder of business blocks, etc., ex-Mayor of San Diego, 1897-99.

New York. 1847.

MAKERS OF THE SAN DIEGO EXPOSITION

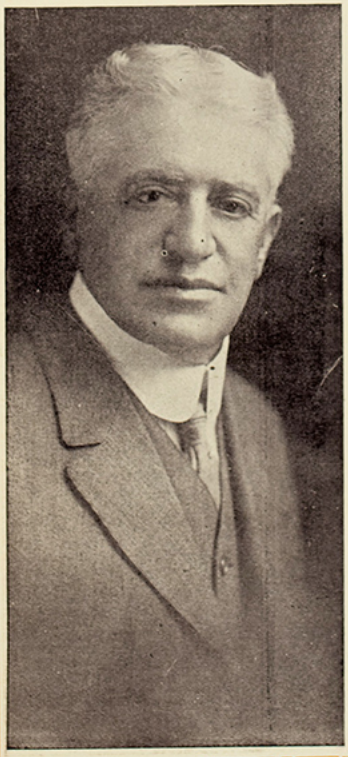


EDWIN J. SWAYNE

Real Estate, Loans and Insurance. Pioneer in business in San Diego since 1887. Appointed U. S. Indian Agent to Pawnees by President Grant. One of the founders of Georgetown, Colo., etc. Trustee First M. E. Church, etc. Chester Co., Penn. 1847.

MAKERS OF THE

SAN DIEGO EXPOSITION

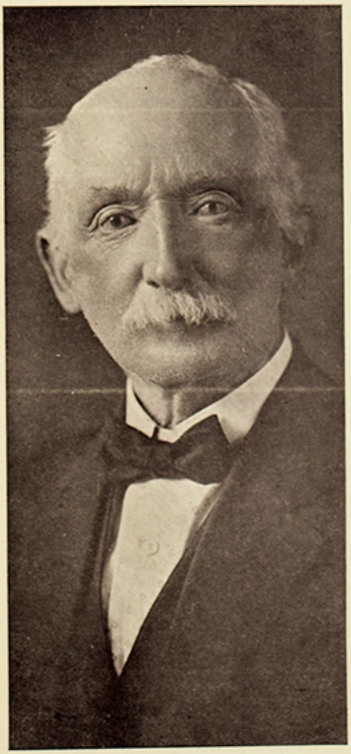


WM. L. FREVERT
Founder and President Frevert-Bledsoe Furniture Co., the largest in the city; Past Director Cuyamaca Club, member Masonic Order, K. of P., Past President Chamber of Commerce and Merchants Association, Pioneer of San Diego. Indiana. 1859.

MAKERS OF THE SAN DIEGO EXPOSITION

JAMES GILLMORE
Real Estate, Loans. Promoter of large realty deals mainly in down town properties. Educated at Baltimore, Md., and in the realty business in San Diego over a quarter of a century, member of Cuyamaca Club, B. P. O. Elks, etc. Born in Texas.

MAKERS OF THE SAN DIEGO EXPOSITION



CAPT. R. M. CRESWELL
One of the promoters and heavily interested in the Star and Crescent Boat Co. The largest passenger carrying concern of its kind in California, founder of the Point Loma Ferry, etc.
Iowa. 1849.

MAKERS OF THE SAN DIEGO EXPOSITION

JOSEPH E. NORRIS

Co-partner with Mark C. Moore in the ownership of the Class A Concrete Golden West Hotel, which is unique in its low rates and high class appointments.

MAKERS OF THE

SAN DIEGO EXPOSITION

MARK O. MOORE
Lessee and owner with J. E. Norris of the Golden West Hotel, which was promoted by them and the aid of John D. Spreckels in building the hostelry, both of whom have made a remarkable success.

MAKERS OF THE SAN DIEGO EXPOSITION

J. A. McCADDON
Owner and Agent for the Cadillac and Paige machines. One of the most successful of all automobile men in the city. Member of B. P. O. Elks, K. of P., etc. Zanesville, Ohio. 1876.

MAKERS OF THE

SAN DIEGO EXPOSITION

CLARENCE A. McGREW.
Editor in Chief, San Diego Sun. Graduate of Harvard University, 1897. Editor S. D. Sun since 1907. The vigorous campaigns of the Sun are all under his supervision.
Camden, N. J. 1875.

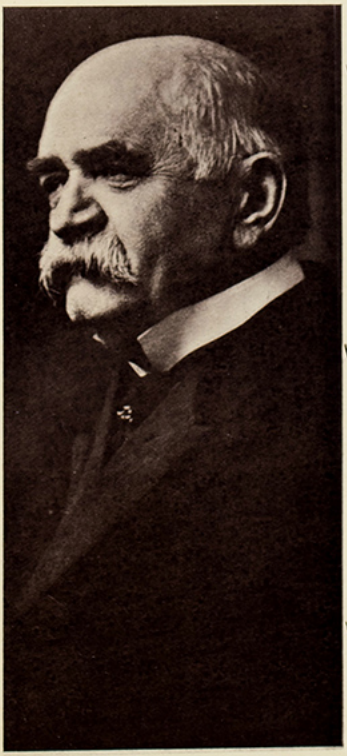
MAKERS OF THE

SAN DIEGO EXPOSITION

S. G. AMES.
Pres. Ames Realty Co., ranches, fruit farms, acreage and all classes of city properties. Mr. Ames has been identified with San Diego's growth and is a factor in its development.
Palermo, Me. 1867.

MAKERS OF THE

SAN DIEGO EXPOSITION



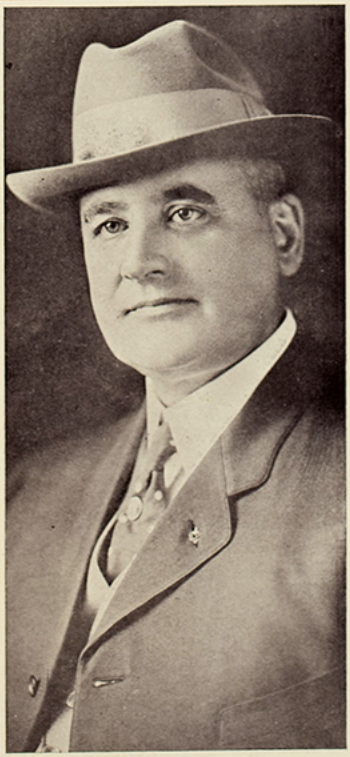
DR. D. COCHENAUER.
Physician and Surgeon. Ex. Pres. Chamber of Commerce. Chairman Republican County Central Committee. Graduate Yale University, Medical Dept., and University of Penn. Resident San Diego since 1886. Consistent promoter of city's welfare.

MAKERS OF THE SAN DIEGO EXPOSITION

ARTHUR H. GAEBEL.
Publisher. Founder and owner of the Gaebel Engraving Co., the costliest plant of its kind on the coast. Promoter "White Wings" moving picture expedition, etc. Formerly cntd. S. F. Chronicle, Call, L. A. Times, N. Y. World, etc. Chicago. 1884.

MAKERS OF THE

SAN DIEGO EXPOSITION



A. L. BIRD

San Diego Manager Union Ice Co., a California corporation with immense plants in California, Nevada and Arizona, he was responsible for the company's investment here of $250,000.00 and their being a large stockholder in the Exposition, as are also all his employees. Trustee B. P. O. Elks, member C. of C., Merchants Assn., Mfg. Assn., etc.

MAKERS OF THE SAN DIEGO EXPOSITION

W. B. HAGE

Proprietor Hages Creamery, the largest individually owned plant on the coast, operating in San Diego for the past 25 years. Director Eagle Creek Oil Co., Midway fields, started first creamery in Imperial Valley, Shriner, Elk, etc. Wisconsin. 1868.

MAKERS OF THE SAN DIEGO EXPOSITION

D. H. HOLMES
Architect. The Hotel Churchill, Holland Hotel, The Panama Hotel and Federal Hotel Buildings are a few notable examples of his work in San Diego. Active in Civic improvement plans, particularly harbor front development.

WARNER EDMONDS
Cashier People's State Bank of Chula Vista, Asst. Cashier People's National Bank of National City. New Jersey. 1886.

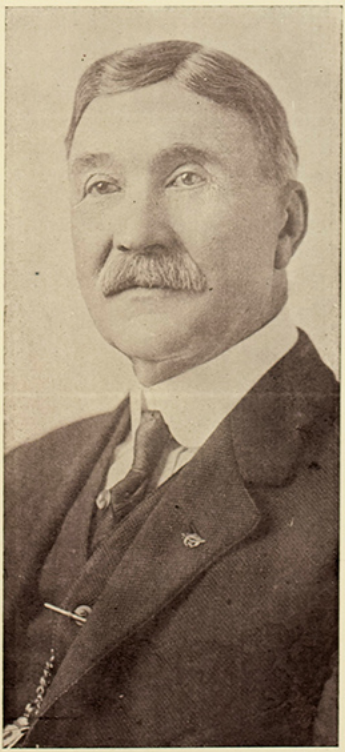
MAKERS OF THE SAN DIEGO EXPOSITION

G. W. COMPTON, M. D.
Member American Medical Association, American Institute of Homeopathy, a Shriner, Mason and B. P. O. Elk. Arrived San Diego, 1907.
Aurora, Ill. 1866.

JAMES MILTON STEADE, M. D.
Leading obstetrical specialist of San Diego. Past Pres. Board of Health. Board of Aldermen, Shriner, 32nd Degree Mason, B. P. O. Elk, etc. Member State and County Medical Ass'n.
Bourbon Co., Kan. 1861.

MAKERS OF THE

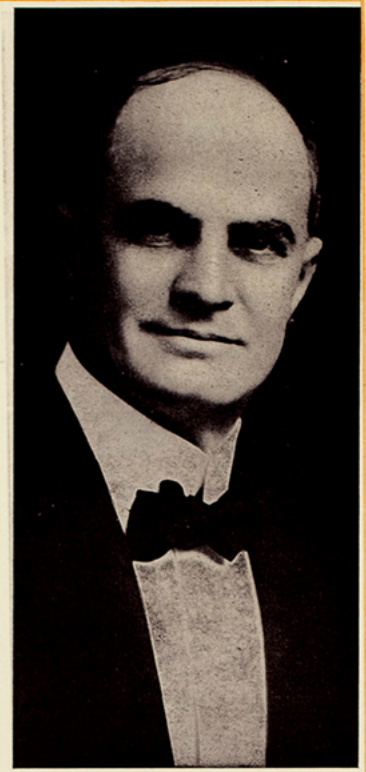
SAN DIEGO EXPOSITION



R. G. HULBERT, M. D.
San Diego since 1887. Graduate Grinnell College, Iowa. Grad. College of Physicians and Surgeons, Keokuk. Hon. Vet., Civil War. Past Councilman. Past Police Comm., Knight Templar, Shriner, etc. Milan, Mo. 1851.

MAKERS OF THE

SAN DIEGO EXPOSITION



WILBUR FISK GEARHART.
Kinesopathic Physician. Founder Modern Kinesopathic System. Pres. Cal. Progressive Drugless Practitioners' Ass'n. Pres. S. D. County Juvenile Court Ass'n. Pres. S. D. County Probation Comm. Past Pres. Playground Assn.

MAKERS OF THE

SAN DIEGO EXPOSITION

HARRY COFFIELD

Hotel and Apartment House Broker. Downtown real estate, mainly building sites for hotels. Member Al Bahr Temple Knights Templar, B. P. O. Elks, Chamber of Commerce and S. D. Realty Board. Graduate of University of Michigan. Born in Illinois.

MAKERS OF THE

SAN DIEGO EXPOSITION

P. M. CARRINGTON, M. D.
Surgeon, United States Health Service.
Pacific Coast Department.
Georgia. 1862.

MAKERS OF THE

SAN DIEGO EXPOSITION

J. W. BREM
Fine tailoring, ladies' and men's, 21 years in San Diego. Member of the Rotary Club, B. P. O. Elks, Odd Fellows, S. D. Rowing Club and Conquistadores, in the Order of Panama.
Iowa. 1872.

MAKERS OF THE

SAN DIEGO EXPOSITION

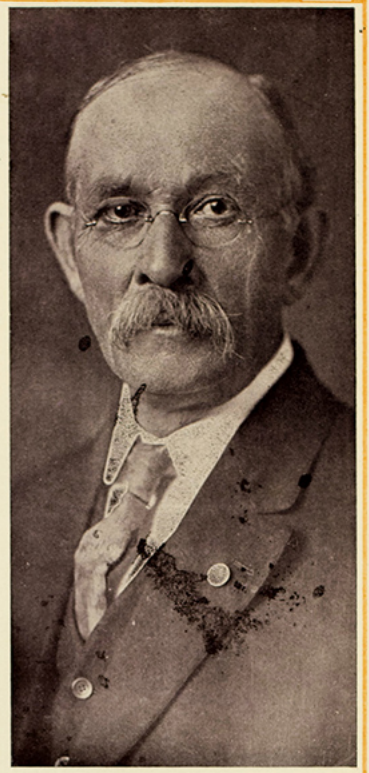
JAS. H. WOOF
Prop. San Diego Trunk and Bag Co., with two stores in San Diego and proprietor Indestructo Luggage Shop of Los Angeles, Alexandria Hotel Bldg., owner of valuable Fifth St. properties. Member B. P. O. Elks, etc.

MAKERS OF THE SAN DIEGO EXPOSITION

P. W. LAUREEN

Fine Tailoring, catering to the higher class of business men. Formerly with the Henry Steele Co. of San Francisco. Member S. D. Rowing and Cabrillo Clubs. New York City. 1885.

MAKERS OF THE SAN DIEGO EXPOSITION



JOHN CAMPBELL
Contractor. Past Councilman, 4 years, Pres. Board of Education, etc. Builder of the fortification and quarantine buildings, Fort Rosecrans; County Jail, one-half million dollar S. D. High School group, Burnham, McMurtie block, and several other important structures.

MAKERS OF THE

SAN DIEGO EXPOSITION

EDWARD ROHDE

Plumbing Contractor. The plumbing at the Panama-California Exposition was a large undertaking and the work was done on time. Many of the large buildings and apartment houses were also done under his supervision. He is one of the leading plumbers in the city.

MAKERS OF THE SAN DIEGO EXPOSITION

JOHN DANERI
Owner Otay Winery and Distillery, the only Winery in S. D. County, with over 900 acres in Otay Valley devoted entirely to grapes. Owner Lincoln Hotel Bldg. Old Town, San Diego. 1874.

MAKERS OF THE

SAN DIEGO EXPOSITION

PETER J. BECKER
Well known San Diego business man who is always identified with every movement for the betterment of the city's welfare. Graduate Marburg University, Germany. A resident since 1887.

MAKERS OF THE

SAN DIEGO EXPOSITION

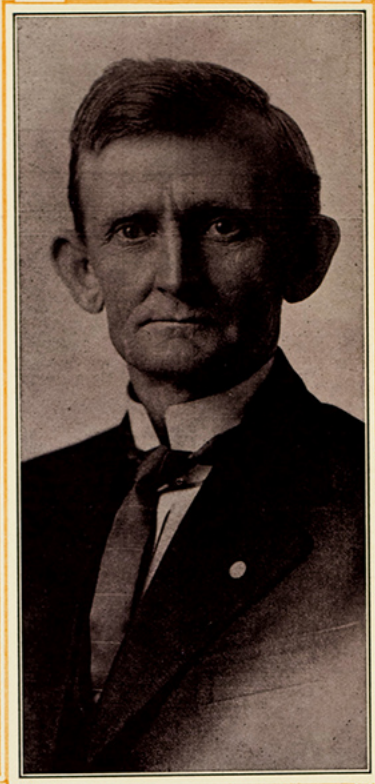
CHAS. H. NEARPASS
Owner Nearpass Seed Store, the oldest seed store in the city. Mr. Nearpass is one of the pioneers, having spent over a quarter of a century in the upbuilding of the city. Exposition lawns were supplied by him.

MAKERS OF THE

SAN DIEGO EXPOSITION

J. WM. BROWN
Owner Brown Optical Co. Post graduate Chicago Ophthalmic College and Hospital, the Snell College of Optometry, Northern Ill. College of Optometry, etc. Minn. 1871.

MAKERS OF THE SAN DIEGO EXPOSITION



D. D. McARTHUR
Senior Partner Sun Harbor Security Co., Inc., lessees and owners of down town business properties; heavily interested in all forms of San Diego securities.

MAKERS OF THE

SAN DIEGO EXPOSITION

GRANT McARTHUR
Co-partner with D. D. McArthur in the Sun Harbor Securities Co., Inc.
Michigan. 1869.

MAKERS OF THE SAN DIEGO EXPOSITION

GUY L. WOODJARD
Founder and Manager San Diego-Imperial Valley Auto Stage Co. with offices from San Francisco to Phoenix and branches throughout entire back country, 20 automobiles required on Imperial run alone. Offices: Pickwick Theatre Bldg., San Diego.

MAKERS OF THE SAN DIEGO EXPOSITION

WM. DARBY.
Vice President J. S. Scurm Commercial Co., who furnished a great deal of the material used in the building of the Exposition. Pioneer resident and member of the Elks, Rotary Club, Odd Fellows, etc. St. Louis, Mo. 1879.

MAKERS OF THE

SAN DIEGO EXPOSITION

GEORGE H. FROST.

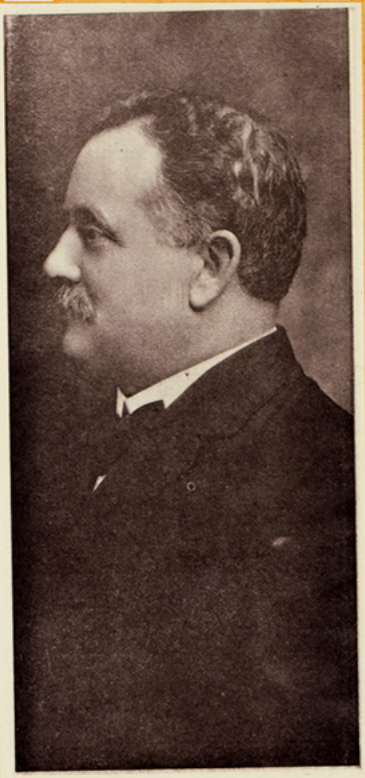
Secretary and treasurer, Pacific Building Co., the largest building company in San Diego. Graduate Stanford University. Member Cuyamaca, S. D., Country, Coronado Country and Aero Clubs, K. of P. and Order of Panama, etc. Bellevue, Iowa. 1877.

MAKERS OF THE

SAN DIEGO EXPOSITION

JOHN A. GILLONS.
President and Manager Benbough & Gillons Co. Director Home Telephone Co., etc. Member Cuyamaca, Cabrillo, S. D. Rowing Clubs, etc. Prominent Elk, W. O. W., etc.
Toronto, Canada. 1880.

MAKERS OF THE SAN DIEGO EXPOSITION



JOHN S. AKERMAN.
Secretary Pacific Wood & Coal Co., the Garrettson Investment Co., and the S. D. Cycle and Arms Co. Past president Chamber of Commerce, treasurer Y. M. C. A., a Mason, Elk, member Cuyamaca, Country, Rowing Clubs, etc.
London, Eng. 1860.

A Little Journey to San Diego

[COPYRIGHTED]

By ELBERT HUBBARD

I am in San Diego. There is only one. All I will do is to give a few of my impressions of California, and what I see being done here. In San Diego you get more joyous thinks and thrills to the square foot than in any other place where you can plant your pedals.

I look out of my window to the West and behold the blue waters of the Bay; beyond is Point Loma, where a great woman has built a Utopia of her own; all around are little Utopias; beyond is the Pacific Ocean.

To the South is a long range of hills, and this is Mexico, for San Diego is our most Southern city on the Pacific Coast, and the nearest shipping-point on the Pacific to Panama.

To the North and East are mountains.

Things are realized by contrast. Where life is one dull, monotonous ecru, nothing tastes like that which mother used to make.

Yesterday I saw the Indians dance at the Pala Reservation; in a few short hours I was dining at the Coronado Beach Hotel, the most luxurious hostelry in the world.

The San Diego Exposition is not a world's fair. It is more than that.

The exhibition grounds are framed in a park of one thousand four hundred acres, belonging to the city.

That is to say, here are six hundred acres set right in the middle of a fourteen-hundred-acre park.

The approaches to the exhibition grounds are thru this park. Thus the park is a frame or

U. S. GRANT HOTEL

THE TIMKEN BUILDING
HOME OF THE SAN DIEGO SECURITIES COMPANY

wreath of vines, flowers and trees—strange and curious, such as the beholder can see nowhere else in such profusion in the whole round world.

Around the Exposition Grounds there are no shops, stores, factories, hotels, residences. You just behold this wondrous world of foliage and flowers, filling the valleys, crowning the hills, with the interspersed spaces carpeted with greenery.

The setting is ingenious, skilful, highly artistic, in rare good tasts, and is an object-lesson unforgetable.

WATTS BUILDING
HOME OF THE SAN DIEGO SAVINGS BANK

Here is shown every tree and practically every flower and plant that will flourish the year round in this climate.

You behold this wealth of beauty before you enter the Exposition Grounds, and thus is your mind prepared for further miracles.

You pass into the Exposition thru a courtyard, where on one side is a church, a replica of some classic of Colonial Spain at her best, historically accurate, rarely beautiful, and your adjectives being already exhausted you repeat to yourself extracts from the Essay on Silence.

On the other side of the courtway are the long cloistered walls of a monastery.

THE HOME OF THE AMERICAN NATIONAL BANK

THE MARSTON COMPANY

Passing thru the portals, past the church and the monastery, you find yourself in a city gay with color, bright with beauty.

Dancing girls now and then appear, clad in the gay garb of ancient Spain, illustrating their native steps with dignity and grace.

Music is heard—the soft tinkle of guitar, or perhaps a concert is being given in an open space.

This ideal city is paved, not with good

Y.M.C.A. BUILDING

"NESTOREST," THE HOME OF CARRIE JACOBS BOND

One of the famous panoramic views to be seen from Grossmont.
Heink, Gadski, Carreno, Carrie Jacobs Bond, Owen Wister,
Hubbard, Charles W. Clark, William Allen White, Edmund
sites, and have here founded one of the most de
The great naval hero, Admiral Robley D.
Grossmont is the

intentions, but with art tile, brick, concrete. There is no dust. Along each street is a cloistered walk, so visitors who wish to avoid the warm raysof the gorgeous sun may do so. Then along all these miles of cool cloisters are seats where the pilgrim may rest— seats and yet again seats that beckon and invite.

Then there are shady nooks that lure, where tables are provided so one may write to the folks at home, or where we may rest and muse, and pack the silence with the thoughts that are beyond speech.

No warning signs appear. The negative is never used. The whole exhibition is an affirmative.

Children and grown-ups who wish to walk over the soft yielding turf may do so to their heart's content.

MADAME SCHUMANN-HEINK AT HOME

where such world-famed notables as Madam Ernestine Schumann-John Vance Cheney, Admiral Uriel Sebre, Havrah W. H. Schneider and L. E. Behymer own homes and home-lightful musical and literary centers in the U. S. Evans [Fighting Bob] said:—"The view from finest in the world."

That people will not destroy their own property is assumed.

This place is yours to enjoy, to use, to inspire, to animate, to instruct. The fruits, flowers, shrubbery, here are safe—it is a world of ladies and gentlemen, each one realizing that he is not only beholding a show, but that he is part of it.

This is a world of friends.

He who giveth most, receiveth most.

Guides garbed in the gay costumes of Spain or Mexico, or clad in the subdued dress of monasteries or nunneries, pass by. If you wish their services, they are yours for the asking.

Every guest is a distinguished guest.

All the principal hotels have now filed with the Exposition managers a list of their rooms with rates. Moreover, they have each given bonds that no charge for accommodations will be

THE ARYAN MEMORIAL TEMPLE AND RAJA-YOGA COLLEGE

made beyond the rates recorded.

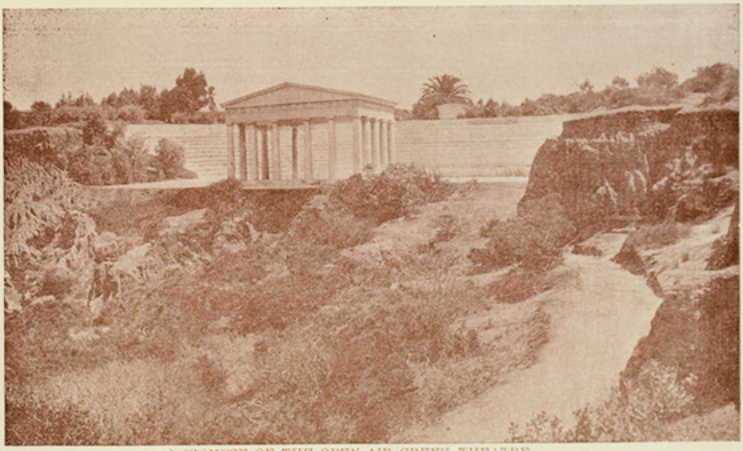
Let no one miss San Diego for fear of high prices. It is a part of the great Exposition to prove to the visitor that one can live luxuriously here at moderate cost.

Thus do we get an Exposition with a soul, a gathering of the clans for diversion, instruction and sweet communion.

The whole place is an art-gallery, a school, a playground, a campus, a college, a panorama of the days agone, and a prophecy of the things yet to be.

People in the East, looking on the map, imagine that the climate of Southern California approximates the tropics. The fact is, at San Diego, the nights are so cool that woolen blankets are acceptable in August—and in fact the year around. At noon in the sun the thermometer marks a hundred.

"The cool of the day" gives both man and vegetation a rest that Nature seems to require.



A GLIMPSE OF THE OPEN-AIR GREEK THEATRE
Built by Katherine Tingley in 1901. The first in the U. S. A. Seating capacity 2,000. International Theosophical Headquarters, Point Loma, California.
(Copyright by Katherine Tingley.)

A Group of Pupils of the Raja-Yoga Academy, on Their Way to Exercises in the Open-air Greek Theater.
INTERNATIONAL THEOSOPHICAL HEAD-QUARTERS, POINT LOMA, CALIFORNIA.
(Copyright by Katherine Tingley)

THE SWEETWATER RESERVOIR

AVIATION EVERY DAY IN THE YEAR

THE FREDERICKA HOME AND McNAB HOSPITAL
Chula Vista—Among the Orange Groves

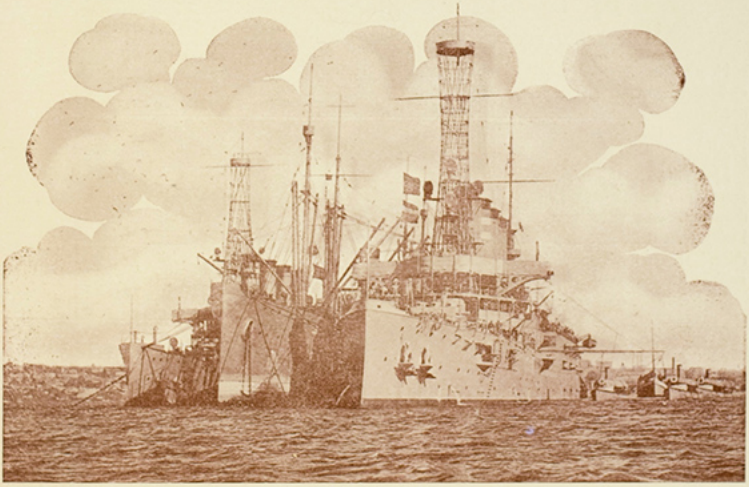
In electricity, power comes from the interrupted current. The broken current is the secret of the telephone.

Growth in the animal and vegetable kingdoms is an electric process, as Mr. Edison avers. The variation in temperature here tends to make living a constant delight. Enervation and depression are as ausgespiel as the hookworm

THE AGNEW SANITARIUM

THE ST. JOSEPH'S SANITARIUM

SAN DIEGO HARBOR
The North American Dredging Company Have Done Over One-half Million Dollars Worth of Improvements Here.



COALING WARSHIPS IN SAN DIEGO HARBOR

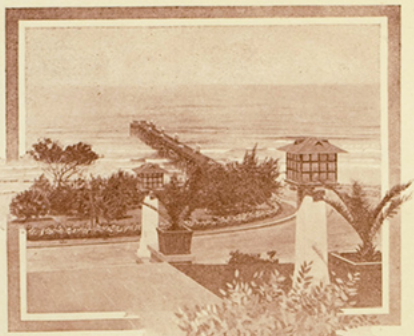
FIRST ENGINE ON THE NEW SAN DIEGO AND ARIZONA RAILROAD
NOW UNDER CONSTRUCTION

Here at San Diego live two ex-Secretaries of the Treasury: one was in Cleveland's cabinet, and the other served under McKinley.

I knew these men twenty-five years ago, and time had touched them with only a velvet finger. I asked them the secret. "Sunshine," they responded; "just sunshine and the ocean breeze."

They are representative types of a good many citizens of this little city.

THE BEAUTIFUL STRATFORD INN



THE VIEW FROM THE STRATFORD INN
DEL MAR, BY THE SEA

Accurate and authentic information about land values, shipping facilities, and general home conditions are on file and quickly accessible to every interested visitor.

Colorado, Nevada, Arizona, New Mexico and California show county maps here with every plot of tillable land plainly marked, and with full descriptions of each particular tract.

THE HOTEL CHURCHILL

EL SAN LUIS REY HOTEL
Oceanside—On the Automobile Coast Highway to San Diego

LOBBY OF THE GOLDEN WEST HOTEL
Solid concrete, of 250 rooms, built by John D. Spreckels, to be maintained at low rental room rates, for the general good of San Diego.

The San Diego atmosphere is in motion. Always and forever we enjoy the gentle breeze blowing in from the sea—cool, delightful, refreshing. If there is any place in the wide world where repair equals waste, it is here. Let Col. Ponce de Leon look no further.

The opening of the Panama Canal gives an outlet for the products of the great Southwest. San Diego, by way of the Isthmus of Panama, is only three weeks

THE HOTEL SANDFORD

THE PALOMAR APARTMENTS
The Finest and Most Unique in the City

from New York by slow-freight steamer, and four weeks from London.

In Colorado, Nevada, Utah, New Mexico, Arizona and California, only about one-sixth of the irrigated land is under the plow.

Forty acres of irrigated land are equal to one hundred sixty acres, say, in the Mississippi Valley.

I saw many little farms, say of ten acres, in California, on which a family of half a dozen were making a good living.

In Nineteen Hundred Fifteen all roads lead to California.

Round-trip tickets will be sold from the East to San Francisco, South to Los Angeles. Every ticket sold will carry a San Diego coupon.

Among other exhibits at San Diego I saw a miniature farm of five acres planted to oranges, lemons, almonds, figs, pepper-trees, eucalyptus, and a variety of vegetables, fruits and flowers that this country has to offer.

It is no imitation farm—just the genuine thing.

You are told how long it has taken to produce these trees, the cost of maintenance, the original cost of the land, the expenditure for labor. The man and his wife who operate this little farm live on the premises, and it is their business to explain to interested visitors every detail of building and maintaining such a successful little ranch.

What one man can do, thousands or millions of others can do.

Interior Showing Moorish Patio

VIEW OF MISSION BAY AND SAN DIEGO BAY
Showing Location of the Beautiful Venetian Residential Section

Just to show the wealth of flowers, San Diego had flower-girls giving away bouquets and blossoms galore to every visitor that passed by—and these flowers are raised right here on the grounds before your eyes, clipped while the dew is on!

In all my knowledge of expositions and fairs I do not recall one where human service—personal human service lifted to the plane of art—a benefit to individual humanity right now, today, this minute, was the keynote.

This is the one peculiar unique fact about San Diego—it is a Human Exposition.

Guides, guards, exhibitors, entertainers, are drilled and instructed in the fine art of kindness, courtesy and human service.

Three hundred years before Christ, Aristotle of Macedon, teacher of Alexander the Great, and in many ways the most efficient man that has ever lived, said this:

"The land that will produce luscious fruits, beautiful flowers, useful cereals, will also produce a greater crop; that is, it will produce superior men and women, because man is a partner of all he sees and hears and grows thru what he does, and the victories over unkind Nature are his."

And to me, the finest results of the San Diego and San Francisco Expositions will be an improved race of men and women.

THE VENETIAN CITY AT MISSION BEACH, NOW BEING CONSTRUCTED

FIRST M. E. CHURCH

CENTRAL CHRISTIAN CHURCH

FIRST UNITARIAN CHURCH

ST. JOSEPH'S CATHOLIC CHURCH

SPRECKELS TWO-MILLION-DOLLAR THEATRE AND UNION BUILDING

MASONIC TEMPLE

B. P. O. ELKS BUILDING

ACKNOWLEDGEMENT

Notable among Californians, ever to the foremost in upbuilding the city and the Exposition, whose likenesses we have been unable to obtain—up to the time of going to press—are the following to whom the City is indebted:

H. H. JONES
TOM HAMILTON
WM. J. HUNSAKER
GODFREY HOLTERHOFF
AL WUEST
WILBUR C. MERRITT
H. L. WESTON
WM. R. ROWLAND

Corporations to whom the City and Exposition owe credit for the high-class character of the work performed in its upbuilding are:

NORTH AMERICAN DREDGING CO., Harbor Dredging.

FAIRCHILDS-GILMORE-WILTON CO., Paving.

OSWALD BROS. Paving.

FORD & STOUT, Paving.

WESTERN PIPE AND STEEL CO., Corrugated Culverts, etc.

CAL. CORRUGATED CULVERT CO., Corrugated Warehouses, etc.

CAL. OIL AND ASPHALT CO. Paving Material.

GERMAIN SEED CO., Exposition plants.

HADDEN AUTOMATIC LAWN SPRINKLER CO., Exposition lawn and shrubbery.

CALIFORNIA-ARIZONA CONSTRUCTION CO., Paving.

Credit for the art borders and designs in this work is due to Carleton M. Winslow as delineator, to L. Hervey Parker for assistance in the compilation and supervision of illustrations; the Sunset Engraving Co. for making the engravings; Jas. McCormick, supervision of printing, City Printing Co.; the binding by Nolan & Packard, and the portraits by Vreeland, with some by Stromberg, Stout & Bennette.

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—Publisher.